



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

SB2995

Introduced 1/27/2026, by Sen. Rachel Ventura

SYNOPSIS AS INTRODUCED:

815 ILCS 505/2MMMM new

Amends the Consumer Fraud and Deceptive Business Practices Act. Provides that a person shall not use artificial intelligence while engaging in trade and commerce to communicate with a consumer in a manner that may mislead or deceive a reasonable consumer into believing that the consumer is engaging with a human, unless the consumer is notified in a clear and conspicuous manner that the consumer is not engaging with a human. Provides that a person shall not use artificial intelligence to sell or offer to sell goods or services unless the consumer is notified in a clear and conspicuous manner that artificial intelligence is being used to sell or offer to sell goods or services and the consumer is given an option to request more information regarding the specific use of the artificial intelligence. Provides that a business entity that uses artificial intelligence while engaging in trade and commerce to communicate with a consumer shall give the consumer the option to communicate with a human during the business entity's ordinary business hours. Provides that a violation of the provisions constitutes an unlawful practice within the meaning of the Act.

LRB104 17897 SPS 31333 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business
5 Practices Act is amended by adding Section 2MMMM as follows:

6 (815 ILCS 505/2MMMM new)

7 Sec. 2MMMM. Artificial intelligence commercial
8 communication disclosure.

9 (a) As used in this Section, "artificial intelligence" has
10 the meaning set forth in Section 2-101 of the Illinois Human
11 Rights Act.

12 (b) A person shall not use artificial intelligence while
13 engaging in trade and commerce to communicate with a consumer
14 in a manner that may mislead or deceive a reasonable consumer
15 into believing that the consumer is engaging with a human,
16 unless the consumer is notified in a clear and conspicuous
17 manner that the consumer is not engaging with a human.

18 (c) A person shall not use artificial intelligence to sell
19 or offer to sell goods or services unless the consumer is
20 notified in a clear and conspicuous manner that artificial
21 intelligence is being used to sell or offer to sell goods or
22 services and the consumer is given an option to request more
23 information regarding the specific use of the artificial

1 intelligence.

2 (d) A business entity that uses artificial intelligence
3 while engaging in trade and commerce to communicate with a
4 consumer shall give the consumer the option to communicate
5 with a human during the business entity's ordinary business
6 hours. A business entity shall not prohibit a consumer from
7 requesting to communicate with a human during the business
8 entity's normal business hours or charge a fee to communicate
9 with a human instead of artificial intelligence.

10 (e) A violation of this Section constitutes an unlawful
11 practice within the meaning of this Act.