



**THE FLORIDA SENATE**  
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**Senate Passes Strong Consumer Protections for Artificial Intelligence**  
*Increases Transparency Requirements for AI Chatbots, Strong Protections for Children*

**Tallahassee**—The Florida Senate today passed Senate Bill (SB) 482, Artificial Intelligence Bill of Rights, by Senator Tom Leek (R-Ormond Beach). Creating strong consumer protections for Floridians with an emphasis on safeguarding Florida’s children, the bill addresses current consumer transparency challenges, threats to child safety, and other potential impacts arising from technological advances in artificial intelligence.

“AI is a quickly emerging technology, and it’s evolving on a daily basis faster than we can keep up with it. Private sector innovation has made our country the strongest nation in the history of the world. I’m not going to stand in the way of advances in technology, but transparency and accountability for how technology is used are important, especially when it comes to protecting our children,” said **Senate President Ben Albritton (R-Wauchula)**. “I believe people have a right to know if they are communicating with a person or a computer. For example, it’s not fair, and it’s not moral for a computer to give advice to someone seeking mental health treatment or support. That’s a job people do for people. This legislation strikes the right balance between technological evolution and transparency that protects consumers.”

“Artificial intelligence holds a great deal of promise but also poses novel and unique threats. Generative AI can be particularly insidious in that companion chatbots mimic human behavior and can cause children or vulnerable adults to believe they are engaging with a human, when in fact they are not,” said **Senator Leek**. “We have heard devastating testimony from parents whose children were negatively impacted by communication with companion chatbots. Given the incredible pace and evolution of this technology and its widespread use by business and academia, I believe it is incumbent upon us to develop common-sense protections that safeguard Floridians, particularly children, from problematic results. Adding a parental consent requirement and intermittent reminders that you are talking to a computer, not a human, will go a long way towards increasing the transparency of this new technology.”

**SB 482 – Florida’s Artificial Intelligence Bill of Rights**

SB 482 creates the “Artificial Intelligence Bill of Rights,” outlining consumer protections Floridians are entitled to related to the use of artificial intelligence.

The bill defines “artificial intelligence” as a machine-based system that, for a given set of human-defined objectives, makes predictions, recommendations, or decisions that influence real or virtual environments.

The “Artificial Intelligence Bill of Rights” includes the following consumer protections:

- Parental consent for a minor to have an account on a companion chatbot platform. If consent is provided, the parent or guardian must receive certain controls over the minor’s account. Upon request, the platform must permanently delete all personal information relating to the terminated account.
- A companion chatbot platform must provide certain disclosures, remind the user to take a break, and inform the user that the companion chatbot is artificially generated and not human.
- The platform is also required to institute reasonable measures to prevent its companion chatbot from producing or sharing materials harmful to minors.
- At the beginning of an interaction between a user and a bot, and at least once every hour during the interaction, an operator is required to notify or inform users that they are not engaging in dialogue with a human counterpart. This requirement does not apply to a bot that is used solely by employees within a business for its internal operational purposes.
- An artificial intelligence technology company is prohibited from selling or disclosing personal information of users unless the information is deidentified data or federal law allows it.

The bill places limitations on government contracting for artificial intelligence technology, software, or products with entities that have ties to a government of a foreign country of concern.

SB 482 also prohibits a person from publishing, printing, displaying, or otherwise publicly using for trade or for any commercial or advertising purpose the name, portrait, photograph, image, or other likeness of an individual created through generative artificial intelligence without the person’s express written or oral consent.

Finally, the bill creates a statewide framework for artificial intelligence instructional tools used by educational entities, including definitions, parent notice, opt-outs, parent or eligible student read-only account access, and construction. Private schools are required to comply with this framework when providing student access to an AI instructional tool. Specifically, an educational entity is prohibited from providing students with access to an AI instructional tool before Grade 6 unless such use is: (a) directed and supervised by school personnel; (b) for translation or similar support necessary for a student identified as an English language learner; or (c) for accommodations, assistive technology, or similar support necessary for a student with a disability. Parents must be provided the opportunity to opt out of the student’s use of an artificial intelligence instructional tool.

For more information, please visit [www.FLSenate.gov](http://www.FLSenate.gov).