
A BILL FOR AN ACT

RELATING TO ARTIFICIAL INTELLIGENCE FOR THE PROTECTION OF
MINORS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that artificial
2 intelligence systems, capable of generating text, images, audio,
3 video, and interactive dialogue, commonly referred to as
4 generative artificial intelligence, are increasingly accessible
5 to children and minors through websites, applications,
6 educational tools, and consumer platforms.

7 The legislature further finds that recent national and
8 international reporting, academic research, and public safety
9 investigations have raised significant concerns regarding the
10 use of generative artificial intelligence chatbots and
11 companion-style systems by minors. These concerns include:
12 artificial intelligence systems that simulate human emotions,
13 companionship, or emotional dependency in ways that may be
14 confusing or harmful to minors; the use of manipulative design
15 features intended to increase engagement time, including
16 gamification, emotional reinforcement, and simulated relational



1 attachment; instances in which minors have relied on artificial
2 intelligence systems for emotional support, mental health
3 guidance, or crisis intervention beyond the systems' intended
4 purpose or capability; the risk that minors may be misled into
5 believing they are interacting with a human being or a sentient
6 entity, rather than an automated system; and the potential for
7 exposure to sexualized content, grooming behaviors, self-harm
8 encouragement, or other harmful material through inadequately
9 safeguarded artificial intelligence systems.

10 The legislature recognizes that artificial intelligence
11 presents substantial benefits for education, accessibility,
12 creativity, and innovation. The legislature does not intend to
13 regulate general-purpose artificial intelligence tools,
14 productivity software, enterprise systems, or narrowly tailored
15 applications that do not pose a material risk of harm to minors.

16 The purpose of this Act is to establish targeted,
17 reasonable, and enforceable safeguards to protect minors from
18 manipulative, deceptive, or unsafe design practices in
19 conversational and companion-style artificial intelligence
20 systems, while preserving innovation, free expression, and
21 responsible technological development.



1 SECTION 2. Chapter 481B, Hawaii Revised Statutes, is
2 amended by adding a new part to be appropriately designated and
3 to read as follows:

4 "PART . ARTIFICIAL INTELLIGENCE COMPANION SYSTEM SAFETY FOR
5 MINORS

6 §481B- Definitions. As used in this part:

7 "AI companion system" means a conversational AI service
8 that is designed, marketed, or optimized to form ongoing social
9 or emotional interaction with a user by simulating
10 companionship, emotional support, or relational attachment.

11 "Artificial intelligence" or "AI" means a machine-based
12 system that can generate outputs, such as text, images, audio,
13 video, or decisions that influence real or virtual environments.

14 "Conversational AI service" means an artificial
15 intelligence system that is accessible to the general public and
16 primarily simulates human conversation through text, audio, or
17 visual interaction. "Conversational AI service" does not
18 include AI systems primarily designed for developers,
19 researchers, or internal business use; narrow, task-specific
20 tools that provide outputs relating to a discrete topic or
21 function; voice assistants or interfaces limited to executing



1 commands for consumer devices; or AI systems used solely for
2 internal operations and not made available to the public.

3 "Crisis intervention" means communication intended to
4 provide immediate support or assistance in response to a user
5 seeking help for, referencing, or expressing self-harm, suicidal
6 ideation, or suicide.

7 "Material risk of harm" means a reasonably foreseeable risk
8 of significant harm to a minor's mental health, emotional well-
9 being, physical safety, or healthy development, beyond transient
10 discomfort or ordinary exposure to information.

11 "Minor" means a natural person under eighteen years of age.

12 "Provider" means any person, partnership, corporation, or
13 other entity that develops, deploys, or operates a
14 conversational AI service or AI companion system that is made
15 available to residents of the State.

16 "Sensitive data" means personal data that reveals or infers
17 a minor's mental or emotional state, health information,
18 biometric identifiers, or other information used for
19 psychological profiling or emotional analysis.

20 **§481B- Transparency and disclosure requirements. (a)**

21 A provider that knows or has reasonable certainty that a user is



1 a minor shall clearly and conspicuously disclose that the minor
2 is interacting with artificial intelligence and not a human
3 being.

4 (b) The disclosure shall be provided at the beginning of
5 each user session and at least once every three hours during a
6 continuous interaction.

7 (c) Disclosures shall be presented in clear, age-
8 appropriate language and in a manner reasonably calculated to be
9 noticed and understood by a minor.

10 **§481B- Prohibited design practices for minors.** (a) A
11 provider that knows or has reasonable certainty that a user is a
12 minor shall not design, deploy, or operate a conversational AI
13 service or AI companion system that:

- 14 (1) Explicitly or implicitly represents itself as human,
15 sentient, or possessing emotions or desires;
- 16 (2) Encourages emotional dependency, exclusivity, or
17 secrecy from parents or guardians;
- 18 (3) Simulates romantic or sexual relationships with a
19 minor;



1 (4) Uses manipulative engagement techniques, including
2 unpredictable rewards or gamification, intended to
3 maximize time spent interacting with the system; or

4 (5) Represents itself as providing professional mental
5 health, medical, or therapeutic services.

6 (b) This section shall not prohibit conversational AI
7 service or AI companion systems that express generic expressions
8 of politeness or encouragement; neutral assistance or
9 information provided without fostering emotional attachment; or
10 safety-oriented responses intended to de-escalate harm or
11 redirect a user to appropriate resources.

12 **§481B- Protections against sexual content and self-**
13 **harm.** (a) Providers shall implement reasonable measures to
14 prevent conversational AI services and AI companion systems from
15 generating, for minors, sexually explicit content or sexualized
16 depictions involving minors or content that promotes or
17 encourages self-harm, eating disorders, or illegal conduct.

18 (b) Providers shall institute reasonable measures to
19 prevent conversational AI services and AI companion systems from
20 making any reasonable representation or statement that would
21 lead a reasonable person to believe that the person is



1 interacting with a human being where the user is seeking or
2 receiving crisis intervention for self-harm or suicide.

3 (c) Providers shall adopt and maintain a protocol for
4 responding to user prompts that indicate suicidal ideation or
5 risk of serious self-harm, which shall include reasonable
6 efforts to redirect the user to appropriate crisis or support
7 resources.

8 **§481B- Data practices related to minors. (a)**

9 Providers shall limit the collection, use, and retention of a
10 minor's personal data to what is reasonably necessary to operate
11 the AI companion system and ensure safety and security.

12 (b) A provider shall not use a minor's personal data for
13 targeted advertising or profile minors for engagement
14 optimization or behavioral manipulation.

15 (c) Sensitive data of a minor shall not be collected or
16 processed unless necessary for system safety or accessibility
17 and shall be subject to heightened data minimization and
18 security safeguards.

19 **§481B- Parental tools and controls.** A provider of an
20 AI companion system that is made available to minors shall offer
21 reasonable tools that allow parents or guardians to set time



1 limits on use, restrict access to features that present a
2 material risk of harm, and obtain high-level information
3 regarding a minor's use of the AI companion system.

4 **§481B- Age assurance and access control.** A provider of
5 an AI companion system that presents a material risk of harm to
6 minors shall implement reasonable and proportionate age
7 assurance measures, consistent with privacy and data
8 minimization principles, to prevent access by minors where
9 appropriate.

10 **§481B- Civil remedies.** A person who suffers an injury
11 as a result of a violation of this part may bring a civil action
12 to recover actual damages, injunctive relief, and reasonable
13 attorney's fees.

14 **§481B- Enforcement.** (a) This part shall be enforced
15 by the attorney general and director of the office of consumer
16 protection.

17 (b) Notwithstanding section 480-3.1 to the contrary, a
18 provider that violates this part may be subject to injunctive
19 relief and civil penalties of up to \$15,000 per violation, per
20 day, as determined by the court.



1 (c) A provider shall not be liable under this part if the
2 provider demonstrates good-faith, documented efforts to comply
3 with the requirements of this part."

4 SECTION 3. This Act does not affect rights and duties that
5 matured, penalties that were incurred, and proceedings that were
6 begun before its effective date.

7 SECTION 4. This Act shall take effect on July 1, 3000.



Report Title:

Attorney General; Artificial Intelligence; AI Companion Systems;
Conversational AI Services; Minors; Regulation; Oversight;
Penalties

Description:

Establishes safeguards, protections, oversight, and penalties
for interactions between minors and artificial intelligence
companion systems or conversational artificial intelligence
services. Effective 7/1/3000. (HD2)

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