

Senior Chatbot Protection Act – Senator Mark Kelly (D-AZ)

Artificial intelligence (AI) chatbots and voice assistants are becoming part of everyday life for older Americans, who increasingly use them for companionship, caregiving support, and health and financial decisions. When designed well, these tools help older adults stay independent, connected to family and community, and empowered to age with dignity.

But those benefits depend on trust. When an AI system sounds human, speaks with confidence, or offers guidance on a serious matter, users should understand what the system is, what it can do, and what it cannot.

The *Senior Chatbot Protection Act* would establish basic transparency and consumer protections for AI chatbots and voice assistants, with older adults in mind.

Why It Matters

When older Americans turn to a chatbot with a health question, a caregiving decision, or an estate planning matter, they risk encountering AI-generated voices and content designed to manipulate them into financial transfers or scams. In these moments, a chatbot's response can shape decisions that affect a person's health, independence, finances, or legal rights.

This bill ensures that transparency and safeguards support user autonomy while strengthening—not replacing—human judgment and trusted relationships.

What the Bill Does

- **Requires clear AI disclosures.** Users would be told when they are interacting with AI, and companies could not falsely represent that a chatbot is human or that a response came from a licensed professional.
- **Provides added protections in serious situations.** When a conversation involves health care, estate planning, guardianship, or a crisis, the chatbot would provide additional warnings, direct users toward appropriate support, and make clear it is not a substitute for qualified professional advice.
- **Protects sensitive conversations.** Companies would face limits on using covered conversation data for targeted advertising, profiling, sharing with third parties, or AI training without clear consent. Users would have a clear way to delete conversation history.
- **Addresses deceptive design practices.** Companies would take steps to prevent designs that encourage excessive reliance, discourage users from seeking help from family or professionals, or pressure users to keep engaging after they try to stop.

The bill also directs the National Institute of Standards and Technology to develop voluntary guidance for AI chatbots interacting with older adults, covering transparency, usability, crisis response, fraud and scam prevention, and privacy.