



State of Wisconsin  
2023 - 2024 LEGISLATURE

LRB-5934/1  
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## 2023 SENATE BILL 1072

February 26, 2024 - Introduced by Senators SPREITZER, LARSON, ROYS and AGARD, cosponsored by Representatives PALMERI, DOYLE, C. ANDERSON, BALDEH, OHNSTAD, BARE, BEHNKE, CONSIDINE, EMERSON, GUSTAFSON, JOERS, O'CONNOR and RATCLIFF. Referred to Committee on Utilities and Technology.

\*\*\*AUTHORS SUBJECT TO CHANGE\*\*\*

1     **AN ACT** *to create* 100.32 of the statutes; **relating to:** disclaimer required when  
2     interacting with generative artificial intelligence that simulates conversation.

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***Analysis by the Legislative Reference Bureau***

This bill prohibits a person from hosting or using on the person's digital platform, product, service, application, or web page generative artificial intelligence that simulates a conversation with or an instant message from a human being unless the person first provides to the user, in the same location as the conversation or instant message, a prominent and legible disclaimer that the generative artificial intelligence is not a human being.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

3     **SECTION 1.** 100.32 of the statutes is created to read:  
4     **100.32 Generative artificial intelligence disclaimer required.** No  
5     person may host or use on the person's digital platform, product, service, application,  
6     or web page generative artificial intelligence that simulates what a human user of  
7     the digital platform, product, service, application, or web page would reasonably

**SENATE BILL 1072**

**SECTION 1**

1 expect to be a conversation with, or instant message from, a human being unless the  
2 person first provides to the user, in the same location as the conversation or instant  
3 message, a prominent and legible disclaimer that the generative artificial  
4 intelligence is not a human being.

5 (END)