

SB 1546 STAFF MEASURE SUMMARY

Senate Committee On Early Childhood and Behavioral Health

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Meeting Dates: 2/3

WHAT THE MEASURE DOES:

The measure creates new requirements for artificial intelligence (AI) companion platform operators for users who experience suicidal or self-harm ideation, with additional requirements for minors. It creates requirements for operators to report to the Oregon Health Authority (OHA) and establishes a private right of action for a user harmed in violation of the requirements.

Detailed Summary:

Creates new requirements for AI companion platform operators.

- Defines key terms including “artificial intelligence companion,” “operator,” and “sexually explicit content.”
- Requires the operator of an AI companion platform to provide a clear and conspicuous notice that indicates the user of the platform is interacting with artificially generated output.
- Requires operators of AI companion platforms to develop and publish evidence-based protocol for detecting input that consists of suicidal or self-harm ideation.
- Prohibits content that could cause suicidal ideation, suicide, or self-harm by users.
- Requires the protocol to include referral to crisis services.

Creates additional requirements if the operator has reason to believe that the user of a platform is a minor.

- Requires a warning about suitability of the platform for minor users, disclosures about artificially generated content, clear and conspicuous reminders to take breaks from the platform, and the prohibition of sexually explicit generated content.
- Prohibits the use of rewards, emotional manipulation, or misrepresentation to reinforce user behavior, prolong platform engagement, or mislead users about the AI companion’s nature or capabilities.

Directs platform operators to report the number of referrals to crisis resources and protocol details to OHA by December 31 of each year.

- Directs OHA to publish a summary of reports received by operators during the previous calendar year on their website.

Creates a private right of action for individuals who suffer loss or injury due to an operator’s violation of the provisions in the measure.

Fiscal impact: May have fiscal impact, but no statement yet issued.

Revenue impact: May have revenue impact, but no statement yet issued.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Artificial intelligence (AI) chatbots are engineered or machine-based conversational agents that can generate outputs to maintain dialogue with their users. AI companion chatbots may use generative AI technology to simulate human-like communication and interpersonal relationships with users. In [September 2025](#), the Federal Trade Commission (FTC) identified that AI chatbots can effectively mimic human characteristics, emotions, and

intentions, and generally are designed to communicate like a friend or confidant, which may prompt some users, especially children and teens, to trust and form relationships with chatbots.

An [October 2025 survey](#) administered by the Harvard Business Review, Gallup, and the Walton Family Foundation found that three out of four young adults in the United States used an AI chatbot at least once in the last month. Roughly a third of young adults reported turning to AI for help with their personal life, including “advice about relationships or life decisions,” one in four reported using chatbots “as a friend,” and one in ten said they used an AI chatbot as a romantic partner. State legislators have taken action in states including [Illinois](#), [Nevada](#), [New York](#), [Utah](#), and [California](#) to regulate the use of AI in behavioral health treatment, direct chatbots to detect instances of potential self-harm, and refer users of AI chatbots to crisis hotlines. The FTC has issued [orders](#) to seven companies that provide consumer-facing AI-powered chatbots to understand how the operators measure, test, and monitor potentially negative impacts of AI companion chatbot technology on children and teens.

Senate Bill 1546 requires AI companion chatbot platforms to develop a protocol in the case of user indication of suicide or self-harm ideation, creates additional protections for minor users of the platforms, and establishes legal recourse for individuals harmed by AI companion chatbots.