

SB1792



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

SB1792

Introduced 2/5/2025, by Sen. Laura Ellman

SYNOPSIS AS INTRODUCED:

815 ILCS 505/2HHHH new

Amends the Consumer Fraud and Deceptive Business Practices Act. Provides that the owner, licensee, or operator of a generative artificial intelligence system shall conspicuously display a warning on the system's user interface that is reasonably calculated to consistently apprise the user that the outputs of the generative artificial intelligence system may be inaccurate or inappropriate. Provides that a violation of the provision constitutes an unlawful practice within the meaning of the Act.

LRB104 09277 SPS 19335 b

A BILL FOR

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business
5 Practices Act is amended by adding Section 2HHHH as follows:

6 (815 ILCS 505/2HHHH new)

7 Sec. 2HHHH. Warnings on generative artificial intelligence
8 systems.

9 (a) As used in this section:

10 "Artificial intelligence" means a machine-based system
11 that, for explicit or implicit objectives, infers, from the
12 input it receives, how to generate outputs, such as
13 predictions, content, recommendations, or decisions that can
14 influence physical or virtual environments. "Artificial
15 intelligence" includes generative artificial intelligence.

16 "Generative artificial intelligence" means an automated
17 computing system that, when provided with human prompts,
18 descriptions, or queries, can produce outputs that simulate
19 human-produced content, including, but not limited to, the
20 following:

21 (1) textual outputs, such as short answers, essays,
22 poetry, or longer compositions or answers;

23 (2) image outputs, such as fine art, photographs,

1 conceptual art, diagrams, and other images;

2 (3) multimedia outputs, such as audio or video in the
3 form of compositions, songs, or short-form or long-form
4 audio or video; and

5 (4) other content that would otherwise be produced by
6 human means.

7 "Generative artificial intelligence system" means any
8 artificial intelligence system whose primary function is to
9 generate content, including, but not limited to, code, text,
10 and images.

11 (b) The owner, licensee, or operator of a generative
12 artificial intelligence system shall conspicuously display a
13 warning on the system's user interface that is reasonably
14 calculated to consistently apprise the user that the outputs
15 of the generative artificial intelligence system may be
16 inaccurate or inappropriate.

17 (c) A violation of this Section constitutes an unlawful
18 practice within the meaning of this Act.