

The Attorney General of California has prepared the following title and summary of the chief purpose and points of the proposed measure:

CHILD SAFETY REQUIREMENTS FOR ARTIFICIAL INTELLIGENCE (AI) PRODUCTS, INCLUDING CHATBOTS. INITIATIVE STATUTE. Requires providers of AI systems to:

- utilize technology to estimate user's age;
- annually assess child-safety risks and publish policy explaining risks and mitigation efforts;
- create controls to assist parents in limiting minor access to AI systems;
- take reasonable steps to prevent AI systems from generating harmful, risky, or manipulative content for minors; and
- submit to annual independent safety audits and report findings to Attorney General.

Prohibits AI providers from targeting advertising to minors or selling a minor's personal data without parental consent. Authorizes Attorney General enforcement and civil penalties.

Summary of estimate by Legislative Analyst and Director of Finance of fiscal impact on state and local governments: **Increased state regulatory and enforcement costs that would likely range from the millions to tens of millions of dollars annually to implement and enforce the measure's child safety-related regulatory and enforcement requirements.** (25-0036A1.)