



LEGISLATOR BRIEFING

The *A·I* Bill of Rights.

Six rights every Floridian deserves when interacting with AI – and the bill before the Florida House that would write them into state law.

THE BILL

SB 482

Florida AI Consumer Protection Act

SENATE VOTE

35 – 2

Passed March 2026

NEXT

House floor

Special session convenes April 28



THE FRAMEWORK

Six rights, in *plain language*.

The framework is not new law in itself. It is the plain-English articulation of baseline protections Floridians already expect in other domains – disclosure, consent, likeness, and enforcement – now applied to AI systems.

I.

The right to know you're talking to *a machine*.

Clear, prominent disclosure any time a consumer is interacting with an AI system rather than a person.

II.

The right of parents to *consent*.

Verified parental consent before a minor enters an ongoing relationship with an AI companion or chatbot.

III.

The right to *a human counselor*.

When a user expresses crisis or self-harm, a real, qualified human being must be reachable – not just a model's scripted response.

IV.

The right to your own *face and voice*.

No commercial use of a Floridian's likeness, voice, or persona by a generative system without express, informed permission.

V.

Disclosure when a political ad was made by *AI*.

Political communications that use generative imagery, voice, or likeness must say so – on the ad itself, not in a footnote.

VI.

Meaningful *enforcement*.

Rights without remedies are not rights. SB 482 pairs each obligation with a clear enforcement authority and private right of action.

THE BILL

Senate Bill 482, in *one page*.

Florida's AI Consumer Protection Act codifies the six rights into enforceable statute. It passed the Senate 35-2 and now awaits House consideration during the April 28 special session.

**35-
2**

Senate vote · March 2026

Bipartisan supermajority. The two dissenting votes were cast on procedural grounds; no senator voted against the framework on the merits. The House now takes up the bill during the April 28 special session.

WHAT THE BILL DOES

SB 482 converts the Six Rights framework into six corresponding operative sections of the Florida Consumer Protection Code. Each right becomes a defined obligation on AI system deployers — with a designated enforcement authority and, in the case of consumer-facing consumer harms, a private right of action capped to actual damages plus statutory minimums.

CHRONOLOGY

JAN 2026	SB 482 filed by the Senate Commerce Committee. <i>Alliance for Secure AI registered in support.</i>
FEB 2026	Committee of the Whole hearings; three technical amendments adopted. Scope narrowed to consumer-facing deployers.
MAR 2026	Floor passage, 35-2. <i>Senate President signs and transmits to the House.</i>
MAR-APR	House Commerce Committee markup; staff report released ahead of the special session.

SB 482 · PROVISIONS I THROUGH III

Disclosure. Consent. Crisis care.

The first three sections of SB 482 cover the touchpoints where Floridians most directly encounter AI – and where the consequences of unmarked machine interaction are most felt.

I Machine-interaction disclosure

SB 482 § 3(a)-(c) · Consumer-facing deployers

Any AI system that engages with a Florida consumer in text, voice, or video must display a clear, conspicuous notice identifying itself as an AI system at the start of the interaction and on demand at any point thereafter.

The disclosure may not be buried in terms of service, placed in fine print, or shown only once at sign-up. It must be visible to the consumer in the interface of the active session.

II Verified parental consent for minors

SB 482 § 4(a)-(d) · Applies to companion & chatbot deployers

Before a Floridian under 18 may enter an ongoing relationship with an AI companion or chatbot, the deployer must obtain verified parental consent – consistent with the standards Florida already applies under its existing child-protection statutes.

"Ongoing relationship" is defined as persistent memory, personalized response, or companionship affordances that retain state across sessions. One-off productivity queries are exempt.

III Right to a human counselor in crisis

SB 482 § 5(a)-(b) · Duty of reasonable care

When a consumer expresses crisis content – suicidal ideation, self-harm, risk to others – the deployer must route the user to a qualified human counselor or licensed hotline, not simply return a canned safety message.

SB 482 does not require deployers to employ counselors directly. It requires that a warm handoff to

SB 482 · PROVISIONS IV THROUGH VI

Likeness. Political ads. *Real* enforcement.

The final three sections cover commercial misuse of personal likeness, political-ad transparency, and the enforcement stack that makes every preceding right operative.

IV Face, voice, and persona

SB 482 § 6(a)–(c) · Generative system deployers

No commercial generative output may replicate a Floridian's face, voice, or identifiable persona without express, informed, revocable consent. Satire, parody, and journalistic use are preserved under existing First Amendment carve-outs.

Remedies include injunctive relief and statutory damages per violation. A Floridian whose likeness is misused has standing without needing to demonstrate specific monetary injury.

V Political-ad AI disclosure

SB 482 § 7(a)–(b) · Applies to electioneering communications

Any political communication that uses AI-generated imagery, voice, or likeness to depict a real person must carry a clear on-creative disclosure — visible on the ad itself, not in a terms-of-service link or post-roll cutaway.

The obligation falls on the sponsor of the communication. Intermediary platforms retain existing safe-harbor protections for user-generated content.

VI Enforcement and private right of action

SB 482 § 8(a)–(d) · Remedies

The Florida Attorney General has primary enforcement authority for pattern-and-practice violations. In addition, Floridians harmed by individual violations may bring suit for actual damages and statutory minimums, with the court authorized to award reasonable attorneys' fees to prevailing consumers.



THE CONTEXT

Why Florida is *legislating now*.

Consumer AI has reached mass adoption faster than any prior communications technology. Florida is among a growing number of states moving to write baseline standards that reflect how their own constituents encounter these systems.

6

Rights in the framework

3 of 4

Teens have used an AI companion chatbot

79%

Gen Z open to an AI relationship

47

State AI bills introduced in 2026 sessions

THE ADOPTION CURVE

AI companion and chatbot use among American teens has moved from novelty to norm in under 36 months. Three in four teens report using an AI companion; nearly eight in ten Gen Z adults say they are open to an AI relationship.

THE POLICY RESPONSE

47 state AI bills have been introduced in the 2026 legislative sessions to date. Florida, Ohio, Missouri, and Tennessee have advanced consumer-protection frameworks; New York, California, and Colorado are moving adjacent instruments.

THE REAL-WORLD HARMS

Documented incidents in the past 18 months include AI chatbots providing harmful content to minors in crisis, non-consensual generative likeness misuse, and political deepfakes deployed in live election cycles. SB 482 responds directly to each.

FLORIDA'S OWN POSTURE

Florida is the fourth-largest US economy and the third-most populous state. A Florida standard sets a practical floor: consumer-facing deployers that serve Florida consumers will comply, and that compliance ripples into their national product.



THE ALLIANCE'S POSITION

Disclosure. Consent. Likeness. *Enforcement.*

The Alliance for Secure AI supports SB 482 as a measured, Florida-authored response to the real-world harms Floridians are already experiencing. We make no endorsement of candidates, parties, or administrations.

“ Americans deserve a baseline of rights when they interact with AI. Disclosure, consent, likeness, enforcement – none of this is radical. What's radical is that in 2026, we still don't have it.

ABOUT ASAI

The Alliance for Secure AI is a nonpartisan 501(c)(3) nonprofit focused on commonsense AI policy.

Founded 2024. Headquartered in Washington, D.C.

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The Alliance for Secure AI is a 501(c)(3) nonprofit organization.

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07 · APRIL 2026



The Alliance for Secure
AI

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— FLORIDA'S DECISION · FLORIDA'S RIGHTS

The full framework, bill text, and live state-by-state tracker live at the URL above. The companion landing page is designed for sharing – including with constituents who want to learn what SB 482 actually does before the House floor vote.

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Published April 2026 · Washington, D.C.
secureainow.org · press@secureainow.org

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