
DIGEST

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HB 425 Original

2026 Regular Session

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Abstract: Provides for consumer protection practices for customers engaging with artificial intelligence.

Proposed law defines "automated system".

Proposed law establishes that it is an unfair or deceptive trade practice for a corporation, organization, or person to engage in a commercial transaction or trade practice with a consumer in this state in which the consumer is communicating or otherwise interacting with an automated system and either of the following applies:

- (1) The consumer is not notified in a clear and conspicuous manner that the consumer is communicating with an automated system and not a human being.
- (2) The consumer may otherwise reasonably believe the consumer is engaging with a human.

Proposed law provides for a cause of action by a consumer subject to such a practice against a corporation, organization, or person.

Proposed law provides for damages payable to the consumer by the corporation, organization, or person who engaged in the unfair trade practice.

(Adds R.S. 51:1430)