



VOLUNTARY CONSUMER AI DISCLOSURE PILOT ACT

AI is increasingly embedded in the products and services Americans use every day, including chatbots and other consumer-facing systems. As these tools become more advanced, people are not just seeing AI-generated content; they are increasingly interacting directly with AI systems in real time.

In many cases, people may not know whether they are interacting with a human or an AI system. Clear disclosure can help users understand who or what they are engaging with. But getting those disclosures right is complicated. A disclosure that makes sense for some chatbots, including those used by children or minors, may not be appropriate for every product or service. The design also matters: when should the notice appear, what should it say, and how often should users see it? Poorly-designed disclosures could be ignored, overused, confusing, or burdensome, while well-designed disclosures could improve safety, transparency, and consumer trust.

The Voluntary Consumer AI Disclosure Pilot Act directs NIST to evaluate voluntary approaches for how private-sector entities may disclose to users when they are interacting with an artificial intelligence system. The pilot program would bring together experts from across the spectrum, including companies of different sizes, civil society, academia, and relevant federal agencies, to identify where disclosures are useful, what they should say, how often users should see them, and how they can work in practice.

Based on the pilot, NIST would support voluntary guidelines, best practices, and standards. NIST would also report to Congress on what worked, what did not, and what action Congress should take.

Importantly, the bill does **not**:

- create a federal AI labeling mandate,
- require every AI product to carry the same disclosure, or
- prescribe a specific label, warning, icon, or pop-up.

Instead, the bill takes a thoughtful, voluntary, and evidence-based approach that allows Congress to learn from experts, test what works, and strike the proper balance between consumer transparency, safety, and innovation.