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(Original Signature of Member)

119TH CONGRESS  
1ST SESSION

# H. R. \_\_\_\_\_

To amend the National Institute of Standards and Technology Act to direct the Director of the National Institute of Standards and Technology to establish a pilot program and develop voluntary disclosure standards relating to the use of artificial intelligence systems by private sector entities, and for other purposes.

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## IN THE HOUSE OF REPRESENTATIVES

Ms. LOFGREN introduced the following bill; which was referred to the Committee on

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# A BILL

To amend the National Institute of Standards and Technology Act to direct the Director of the National Institute of Standards and Technology to establish a pilot program to evaluate voluntary disclosure standards relating to the use of artificial intelligence systems by private sector entities, and for other purposes.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

### SECTION 1. SHORT TITLE.

This Act may be cited as the “Voluntary Consumer AI Disclosure Pilot Act”.

## **SEC. 2. PILOT PROGRAM**

Section 22A of the National Institute of Standards and Technology Act (15 U.S.C. 278h-1) is amended—

(1) by redesignating subsections (c) through (h) as subsections (d) through (i), respectively;

(2) by inserting after subsection (b) the following new subsection:

“(c) PILOT PROGRAM; CONSUMER DISCLOSURE FOR REAL-TIME INTERACTION.—

“(1) IN GENERAL.—Not later than 1 year after the date of the enactment of this subsection, the Director shall carry out the following:

“(A) Establish a pilot program—

“(i) to evaluate voluntary approaches for provenance and disclosures of content produced or manipulated by artificial intelligence, including how a private sector entity may disclose to a user of a product or service of such entity—

“(I) any content generated by an artificial intelligence system with which such user may engage; and

“(II) instances of any direct, real-time interaction by such user with such system; and

“(ii) that is informed by consumer product labeling programs in existence as of such date of establishment.

“(B) Based on such pilot program, support the development of guidelines, best practices, and voluntary standards for the disclosure of content produced or manipulated by artificial intelligence

described in subparagraph (A).

(C) Not later than 180 days after completing the pilot program under subparagraph (A), submit to the Committee on Science, Space, and Technology, and the Committee on Energy and Commerce of the House of Representatives and the Committee on Commerce, Science, and Transportation of the Senate a report on the outcomes of the pilot program, including—

“(i) findings regarding the feasibility, usefulness, and limitations of the disclosure and content provenance approaches evaluated through the pilot program; and

“(ii) recommendations, if any, for further congressional or administrative action

“(2) CONSULTATION.—In carrying out paragraph (1), the Director shall carry out the following:

“(A) Consult with the heads of appropriate Federal departments and agencies.

“(B) Seek to consult with the following:

“(i) Appropriate private sector entities of different sizes.

“(ii) Civil society.

“(iii) Academia.”; and

(3) by adding at the end the following new subsection:

“(j) DEFINITIONS.—In this section:

“(1) ARTIFICIAL INTELLIGENCE.—The term ‘artificial intelligence’ has the meaning given the term in section 5002 of the National Artificial Intelligence Initiative Act of 2020 (15 U.S.C. 9401).

“(2) ARTIFICIAL INTELLIGENCE SYSTEM.— The term ‘artificial intelligence system’ means a data system, software, hardware, application, tool, service, or utility that operates in whole or in part using artificial intelligence..

(3) CONTENT PROVENANCE.—The term “content provenance” means the chronology of the origin and history associated with digital content.

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