

SB 540 – Online Internet Safety: disclosures related to conversational AI services

Legislative Rubric from Science for Georgia

[SB 540](#) - AI operators, or owner/controllers, are restricted in their ability to cater to and serve minors. Conversational AI technologies who serve minors will be required to disclose itself as AI, not a real person, and operators are not allowed to provide rewards to increase engagement. Operators are required to institute “reasonable” methods to prevent sexually explicit conduct, suggestions of sexual conduct, objectification, or posing as a natural person, including in relationships or role playing. Reasonable age verification methods such as ID are required, and tools for parents and referring suicidal children to crisis service providers must also be adopted.

Criteria	Variables			
Impact Who is going to be impacted? Is it equitable? List stakeholders & opinions.	Negative		Positive	
	Research on AI is still developing; researchers remain cautious on its effects, especially when involving minors. Psychiatrists , UNICEF , and researchers all push the idea that research on AI and its effects with children is limited; thus, cautious and supervised use is necessary. Bipartisan lawmakers have introduced bills to help combat exploitation of minors through AI. However, some concerns for identification data safety and first amendment rights remain. Landmark Verdict Says Meta Harmed Children, Allowing Adults to Prey on Them - WSJ 24 Mar, 2026			
Reach Does it reach its target audience?	0 - No impact on target audience.	1 - Impacts narrow segment.	2 - Impacts majority; exceptions.	3 - Impacts entire target audience
	This bill impacts all AI operators serving minor children, at the risk of a \$10,000 fine from the Attorney General and protects all minors under 18. However, AI for researchers, narrow outputs, voice command interface, and business AI are exempt. Additionally, the term “reasonable” methods allow potential room for AI operators to not fully prevent harm.			
Scientific Merit Does it utilize scientific research accurately?	YES - this does follow scientific research accurately. Here's why....		NO - this does not present scientific research accurately.	
	Engagement with AI, screen usage, and device ownership are not problematic in and of themselves, but excessive use of each has the potential to bring about harm. Adolescent development is a sensitive time for growth, and friendships in children lead to better emotional health and wellbeing . Although AI chatbots can be responsive in ways that children may perceive as supportive, they lack the reciprocal nature of a traditional friendship, which could be damaging. Furthermore, a lack of face-to-face friendships among children may lead to worsened social and emotional skills. AI chatbots, too, have the power to reinforce negative self-image by encouraging restrictive eating or worsening body image. Though 12% of adolescents use AI chatbots for mental health support, AI chatbots still do not have the capacity to respond constructively and can even encourage self-destructive thinking.			

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<p>Financial Feasibility Is it financially feasible? or does this have burdensome finances (higher taxes, future costs, etc)?</p>	0 - Extremely high costs	1 - Expensive but can be done	2 - Slight	3 - No financial burden
<p>While more data is needed on how much age verification costs, the average price per identity check for technology companies was \$0.20 in 2025, projected to decrease to \$0.17 per check in 2029.</p>				
<p>Political Feasibility Level of opposition and partisan disagreement.</p>	0 - Majority disagreed, regardless of party.	1 – Split along party lines	2 - Minimal Opposition	3 - Complete consensus (zero to five 'Nays').
<p>The bill is entirely Republican sponsored but passed the Senate with no opposition. However, the legality of regulations on AI in regard to minors is also under debate in courts. While Texas’s age verification law was upheld by the Supreme Court (<i>Free Speech Coalition, Inc. v. Paxton</i>), Georgia’s social media age verification law was blocked by a judge in July 2025 and appealed.</p>				
<p>Measurable Metrics? We recommend looking at these 3 metrics. Is the data available or being measured?</p>	0 - no data	1 - some data / not accessible	2 - most data / somewhat accessible	3 - complete transparency
<p>AI chatbots could incorporate more age-sensitive language and concepts during training and development; additionally, AI chatbots can be trained to flag distressing or concerning conversations and implement crisis intervention systems.</p>				