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Washington Governor Bob Ferguson Signed HB 2225 into Law

by Meghan K. Farmer

Privacy Update | On March 24, 2026, Washington Governor Bob Ferguson signed HB 2225 into law, requiring companies to clearly disclose when consumers are interacting with AI rather than a human. The goal is straightforward: reduce deception and increase transparency as AI tools become more embedded in everyday customer interactions. The law, which takes effect January 1, 2027, also introduces targeted safeguards for AI "companion" chatbots, with a particular focus on protecting minors. For companies deploying chatbots, this is less about overhauling technology and more about tightening user-facing disclosures, product design, and user trust. It is another strong signal that regulators are focusing on how AI is presented to users, not just how it operates behind the scenes. Expect similar transparency requirements to gain traction in other states. Idaho and Georgia may soon follow with stricter requirements, so stay tuned.