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 **THE AI ASSEMBLY**

**TO KNOW
ABOUT AI?**



California AI Laws Compliance Checklist for NZ Businesses

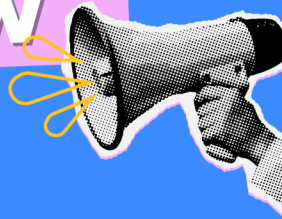
20.10.2025

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Last Updated: October 2025

Use this checklist to assess your readiness for California's new AI safety requirements and prepare for similar regulations that may emerge globally.

Effective Date: January 1, 2027 (SB243)



SB 243: AI Chatbot Safety Requirements

Does Your Business Use AI Chatbots?

- ☐ We use AI chatbots for customer service
- ☐ We use AI chatbots for marketing or sales
- ☐ We use AI companion or conversational AI products
- ☐ We develop or sell AI chatbot products
- ☐ None of the above (skip to next section)

AI Disclosure Requirements

- ☐ Our chatbots clearly identify themselves as AI (not human)
- ☐ The AI disclosure is shown at the start of every conversation
- ☐ The disclosure is clear and understandable (not buried in fine print)
- ☐ We have tested the disclosure with actual users to ensure clarity

Action Required: If any boxes are unchecked, update your chatbot interface to include clear AI identification.

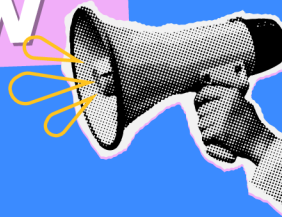
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SB 243: AI Chatbot Safety Requirements

Minor Protection Measures

Do you serve users under 18?

- ☐ Yes, we knowingly serve minors
- ☐ Possibly - we don't have age verification
- ☐ No, our service is 18+ only

If you serve or may serve minors:

- ☐ We have implemented usage break prompts every 3 hours for users under 18
- ☐ We have age verification systems in place to identify minor users
- ☐ Our break prompts are clear and actionable (not just a dismissible notification)
- ☐ We log when break prompts are shown for compliance documentation

Action Required: Implement usage break functionality and age verification before January 1, 2027.

Safety Protocol Implementation

- ☐ We have systems to detect harmful content (suicide ideation, self-harm, abuse)
- ☐ Our AI is trained to recognise crisis situations involving minors
- ☐ We have integrated crisis hotline alerts for high-risk situations
- ☐ We have documented our safety protocols in writing
- ☐ We test our safety systems regularly (at least quarterly)
- ☐ We have a process for reporting safety incidents to authorities

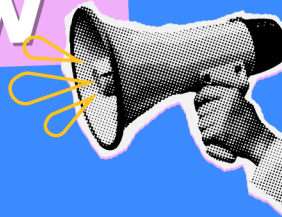
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SB 243: AI Chatbot Safety Requirements

Crisis Hotlines to Integrate: New Zealand:

Lifeline: 0800 543 354

Youthline: 0800 376 633

1737 (Need to talk?)

International (if serving global users):

US: 988 Suicide & Crisis Lifeline

Australia: 13 11 14 (Lifeline Australia)

UK: 116 123 (Samaritans)

Content Restrictions for Minors

- ☐ Our chatbot does not expose minors to sexual content
 - ☐ Our chatbot does not engage in inappropriate conversations with minors
 - ☐ We have content filtering specifically for minor users
 - ☐ We regularly audit chatbot conversations with minors for compliance
- Action Required: Implement age-appropriate content filtering and monitoring.*

Legal and Compliance Readiness

- ☐ We have reviewed the full text of SB 243
- ☐ We have consulted with legal counsel about compliance
- ☐ We have assigned responsibility for AI safety compliance
- ☐ We have budgeted for compliance implementation
- ☐ We have a timeline for implementation
- ☐ We understand the penalty structure (\$2,500 negligent / \$7,500 intentional per child)
- ☐ We have liability insurance that covers AI-related incidents

Action Required: Complete legal review and assign compliance ownership.

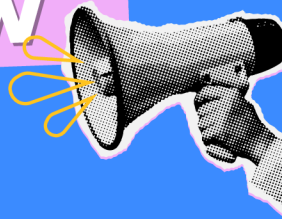
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AB 56: Social Media Mental Health Warnings

Does Your Platform Qualify as Social Media?

- ☐ We operate a social media platform
- ☐ We operate a social networking service
- ☐ We have user-generated content and social features
- ☐ None of the above (skip to next section)

Mental Health Warning Implementation

- ☐ We display mental health warnings to users
- ☐ Warnings are visible and not hidden in settings or terms
- ☐ Warnings link to mental health resources
- ☐ We have tested warning effectiveness with users

Suggested Warning Text: "Social media use may affect mental health. If you're experiencing anxiety, depression, or other mental health concerns, please reach out to a mental health professional or contact [local mental health resource]."

Action Required: Add mental health warnings to your platform.

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AB 621 Deepfake Content Policies

Does Your Platform Host User Content?

- ☐ Users can upload images to our platform
- ☐ Users can upload videos to our platform
- ☐ We use AI to generate images or videos
- ☐ None of the above (skip to next section)

Deepfake Prevention Measures

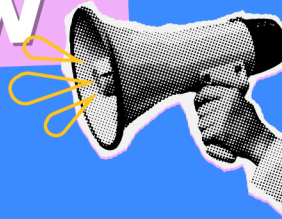
- ☐ We have policies prohibiting deepfake pornography
- ☐ We have detection systems for synthetic media
- ☐ We have a reporting mechanism for deepfake content
- ☐ We have a takedown process for violating content
- ☐ We document all deepfake incidents for legal compliance
- ☐ We cooperate with law enforcement on deepfake cases

Action Required: Implement deepfake detection and removal processes.

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AB 1043: Age Verification (App Stores)

Are You a Device Maker or App Store Operator?

- ☐ We operate an app store or marketplace
- ☐ We manufacture devices with app stores
- ☐ We distribute apps through third-party stores
- ☐ None of the above (skip to next section)

Age Verification Implementation

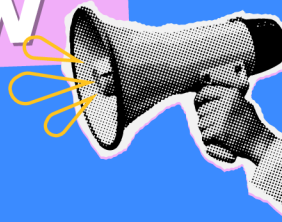
- ☐ We have age verification tools in our app store
- ☐ We verify user ages before app downloads (for age-restricted apps)
- ☐ We have parental consent mechanisms for minors
- ☐ We document age verification attempts for compliance
- ☐ We have tested our age verification system for accuracy

Action Required: Implement age verification before app downloads.

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Global Readiness Assessment

Are You Prepared for Similar Laws in Other Jurisdictions?

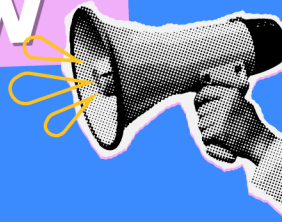
- ☐ We monitor AI regulations in our key markets
- ☐ We have a regulatory compliance team or consultant
- ☐ We design AI systems with privacy-by-design principles
- ☐ We document our AI training data sources (for copyright compliance)
- ☐ We have transparency reports for AI use
- ☐ We have an AI ethics policy in place
- ☐ We train staff on responsible AI use

Action Required: Adopt proactive compliance practices for future regulations.

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Compliance Score

Count your checked boxes:

- ☐ 90-100% checked: Excellent - You're well-prepared for California's AI laws
- ☐ 70-89% checked: Good - Some work needed before January 2027
- ☐ 50-69% checked: Fair - Significant implementation required
- ☐ Below 50% checked: Action Required - Start compliance planning immediately

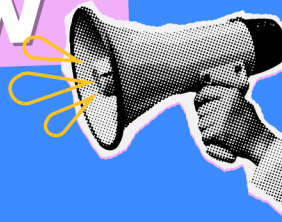
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Next Steps

Immediate Actions

1. Assign compliance ownership to a specific person or team
2. Conduct legal review of California AI laws with counsel
3. Audit current AI systems against this checklist
4. Create implementation timeline with milestones

Short-Term Actions (Next 3-6 Months)

1. Develop AI disclosure systems for all chatbots
2. Implement age verification where needed
3. Build safety detection protocols for harmful content
4. Integrate crisis hotline alerts
5. Train staff on new requirements

Long-Term Actions (Before January 1, 2027)

1. Complete all technical implementations
2. Test all compliance systems thoroughly
3. Document all compliance measures
4. Conduct final legal review
5. Prepare for ongoing monitoring and reporting

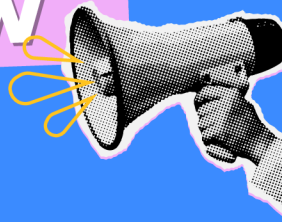
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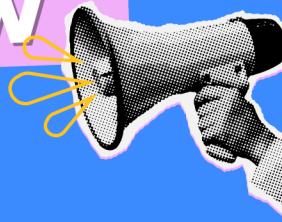
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Resources and Support

Legal Resources:

California Attorney General's Office: www.oag.ca.gov

New Zealand Privacy Commissioner: www.privacy.org.nz

Technical Resources:

AI Safety Guidelines: www.nist.gov/ai

Age Verification Standards: www.w3.org

Crisis Support Resources:

New Zealand Mental Health Foundation: www.mentalhealth.org.nz

Lifeline Aotearoa: 0800 543 354

The AI Assembly Community:

Access expert guidance and peer support

Stay updated on regulatory changes: www.theaiassembly.com/web-hub

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Next Review: January 2026

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