

119TH CONGRESS
2D SESSION

H. R. 9439

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.

IN THE HOUSE OF REPRESENTATIVES

JUNE 24, 2026

Ms. LOFGREN introduced the following bill; which was referred to the
Committee on Science, Space, and Technology

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 and develop voluntary disclosure standards relating to the use of artificial intelligence systems by private sector entities, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

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

1 **SEC. 2. PILOT PROGRAM.**

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

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

6 (2) by inserting after subsection (b) the fol-
7 lowing new subsection:

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

10 “(1) IN GENERAL.—Not later than 1 year after
11 the date of the enactment of this subsection, the Di-
12 rector shall carry out the following:

13 “(A) Establish a pilot program—

14 “(i) to evaluate voluntary approaches
15 for provenance and disclosures of content
16 produced or manipulated by artificial intel-
17 ligence, including how a private sector enti-
18 ty may disclose to a user of a product or
19 service of such entity—

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

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

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

4 “(B) Based on such pilot program, support
5 the development of guidelines, best practices,
6 and voluntary standards for the disclosure of
7 content produced or manipulated by artificial
8 intelligence described in subparagraph (A).

9 “(C) Not later than 180 days after com-
10 pleting the pilot program under subparagraph
11 (A), submit to the Committee on Science,
12 Space, and Technology, and the Committee on
13 Energy and Commerce of the House of Rep-
14 resentatives and the Committee on Commerce,
15 Science, and Transportation of the Senate a re-
16 port on the outcomes of the pilot program, in-
17 cluding—

18 “(i) findings regarding the feasibility,
19 usefulness, and limitations of the disclo-
20 sure and content provenance approaches
21 evaluated through the pilot program; and

22 “(ii) recommendations, if any, for fur-
23 ther congressional or administrative action.

24 “(2) CONSULTATION.—In carrying out para-
25 graph (1), the Director shall carry out the following:

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

3 “(B) Seek to consult with the following:

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

6 “ (ii) Civil society.

7 “ (iii) Academia.”; and

8 (3) by adding at the end the following new sub-
9 section:

10 “(j) DEFINITIONS.—In this section:

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

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

20 “(3) CONTENT PROVENANCE.—The term ‘con-
21 tent provenance’ means the chronology of the origin
22 and history associated with digital content.”.

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