

HB 2368 -- ARTIFICIAL INTELLIGENCE IN MENTAL HEALTH

SPONSOR: Peters

This bill prohibits any person or entity that develops or deploys artificial intelligence in this state from advertising or representing to the public that the AI is, or is able to act as, a mental health professional or is capable of providing therapy services.

A violation of this provision constitutes an unlawful practice under the Missouri merchandising practices act.

The Attorney General is required to enforce the provisions of this bill, though any individual can report violations to the Attorney General. If a violation is found to have occurred, the Attorney General must commence a civil action.

The bill provides for civil penalties as follows:

- (1) \$10,000 for the first violation; or
- (2) \$20,000 for any subsequent violation.

This bill is similar to HB 2318 (2026).