

The Honorable Anna Caballero  
Chair, Senate Appropriations Committee  
State Capitol, Room 412  
Sacramento, CA 95814

**RE: AB 410 (Wilson) – Bots: disclosure – SUPPORT**

Dear Chair Caballero,

Omidyar Network, a California based philanthropic and investment organization committed to elevating humanity's interests and role in how technology is governed and held accountable, supports AB 410, which would establish disclosure and honesty requirements for AI-driven bots online.

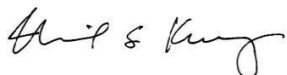
Omidyar Network's philanthropic and investment efforts have continued for more than two decades and stem from our founder's work at two great California companies, PayPal and eBay. We envision a world where our shared humanity steers our digital future. So far, we have committed more than \$1.94 billion to initiatives that share our vision.

The development of AI has allowed systems and processes around the world to become automated in increasingly sophisticated ways. While these bots have been embraced by many businesses as streamlining and cost cutting tools, they have also been adopted by scammers and bad actors seeking easier ways to steal consumers' personal and financial information. The widespread and under-regulated deployment of both chatbots and voice bots has raised significant privacy and safety concerns as technological advancements continue to make bots increasingly difficult to distinguish from humans.

AB 410 would require bots to disclose their artificial nature and prevent them from lying or misrepresenting themselves as human. Though bots are usually programmed with transparency safeguards in order to earn consumer trust, sometimes those safeguards are not enough. Undisclosed bots can pose serious safety and privacy risks, especially when used for purposes such as online psychiatric support or other healthcare-facing contexts. AB 410 resolves those issues by requiring a simple factual disclosure at the start of any engagement.

Californians have the right to know whether they're engaging with a human or an AI. In an increasingly online world, we must protect the public from misinformation and manipulation while fostering greater trust in online communications. **For these reasons, we respectfully request your support for this important measure.**

Sincerely,



Mike Kubzansky  
CEO, Omidyar Network

cc: Assemblymember Lori Wilson  
Members, Senate Appropriations Committee