**How California Bot Law Affects Influencer Marketing**

California's new SB 1001 law makes it illegal not to disclose to consumers when they're communicating with a chat bot if it's part of an advertising campaign, which raises issues with the use of artificially intelligent influencers, writes Richard Eisert. "Marketers should rethink how and the extent to which they use AI influencers, as well as how they intend to disclose to consumers that these influencers are automated," he writes.

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<https://adexchanger.com/data-driven-thinking/californias-anti-bot-law-raises-the-stakes-for-the-use-of-ai-influencers/>

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