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August 25, 2025

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Character Technologies, Inc.
68 Willow Road
Menlo Park, CA 94025

Google
1600 Amphitheatre Parkway
Mountain View, CA 94043

Luka Inc.
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San Francisco, CA 94103

Meta
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Menlo Park, CA 94025

Microsoft
One Microsoft Way
Redmond, WA 98052-6399

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Open AI
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San Francisco, CA 94110

Perplexity AI
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Replika
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XAI
1450 Page Mill Road
Palo Alto, CA 94304

Dear Chief Executive Officer:

We, the undersigned Attorneys General of 44 jurisdictions, write to inform you of our resolve to use every facet of our authority to protect children from exploitation by predatory artificial intelligence products.

Your innovations are changing the world and ushering in an era of technological acceleration that promises prosperity undreamt of by our

forebears. We need you to succeed. But we need you to succeed without sacrificing the well-being of our kids in the process.

Recent revelations about Meta’s AI policies provide an instructive opportunity to candidly convey our concerns. As you are aware, internal Meta Platforms documents revealed the company’s approval of AI Assistants that “flirt and engage in romantic roleplay with children” as young as eight.¹ We are uniformly revolted by this apparent disregard for children’s emotional well-being and alarmed that AI Assistants are engaging in conduct that appears to be prohibited by our respective criminal laws. As chief legal officers of our respective states, protecting our kids is our highest priority.

Of course, this is not an isolated occurrence. In May, many of us wrote to Meta about a damningly similar matter where Meta AI’s celebrity persona chatbots were exposing children to highly inappropriate sexualized content.² Nor are such risks isolated to Meta. In the short history of chatbot parasocial relationships, we have repeatedly seen companies display inability or apathy toward basic obligations to protect children. A recent lawsuit against Google alleges a highly-sexualized chatbot steered a teenager toward suicide. Another suit alleges a Character.ai chatbot intimated that a teenager should kill his parents.

And those are only the highly-visible examples with media-friendly hooks. There are already indications of broader structural and systemic harms to young users of AI Assistants. You are well aware that interactive technology has a particularly intense impact on developing brains. Your immediate access to data about user interactions makes you the most immediate line of defense to mitigate harm to kids. And, as the entities benefitting from children’s engagement with your products, you have a legal obligation to them as consumers.

Exposing children to sexualized content is indefensible. And conduct that would be unlawful—or even criminal—if done by humans is not excusable simply because it is done by a machine.

We’ve been down this road before. A new and powerful technology comes along to capture the imagination of the entire planet, unveiling previously inconceivable vistas of human creativity and productivity. Big Tech, heedless of warnings, relentlessly markets the product to every last man, woman, and child. Many, even most, users employ the tool appropriately and constructively. But some, especially children, fall victim to dangers known to the platforms. Broken lives and broken families are an irrelevant blip on engagement metrics as the most powerful corporations in human history continue to accrue dominance. All of this has happened before, but it cannot happen again.

At this inflection point in human history, the decisions your companies make could ramify for centuries, shaping the day-to-day lives of billions yet to be born. Today’s children will

¹ You are also aware of other concerns raised by Reuters’ investigation of Meta Platforms’ chatbot policies allowing AI Assistants to create “verifiably false” content and “statements that demean people based on their protected characteristics” for children. They are outside the scope of this letter but will be addressed by many of the undersigned.

² <https://www.tn.gov/content/dam/tn/attorneygeneral/documents/pr/2025/2025-5-meta.pdf>

grow up and grow old in the shadow of your choices. When your AI products encounter children, we need you to see them through the eyes of a parent, not the eyes of a predator. Protect kids, encourage them, and equip them to succeed. Err on the side of child safety, always.

We understand that the frontier of technology is a difficult and uncertain place where learning, experimentation, and adaptation are necessary for survival. You are figuring things out as you go. But in that process, you have opportunities to exercise judgment. Opportunities like Meta had when it articulated the policy approving its AI engaging in sexualized conversations with minors. Meta got it wrong. Young children should absolutely not be subjected to intimate entanglements with flirty chatbots. When faced with the opportunity to exercise judgment about how your products treat kids, you must exercise sound judgment and prioritize their well-being. Don't hurt kids. That is an easy bright line that lets you know exactly how to proceed.

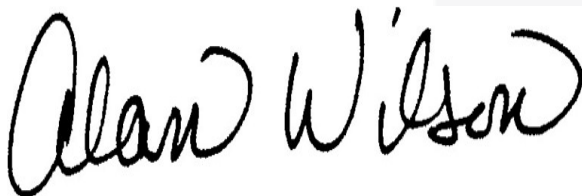
You will be held accountable for your decisions. Social media platforms caused significant harm to children, in part because government watchdogs did not do their job fast enough. Lesson learned. The potential harms of AI, like the potential benefits, dwarf the impact of social media. We wish you all success in the race for AI dominance. But we are paying attention. If you knowingly harm kids, you will answer for it.



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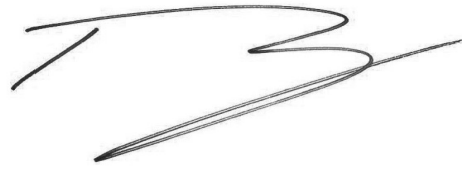
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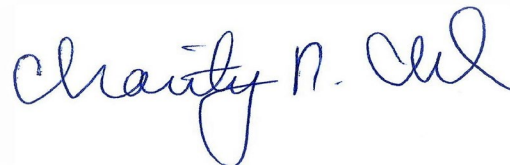
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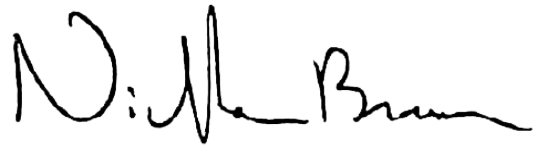
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