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January 22, 2026

Sam Altman
CEO
OpenAI
1455 3rd Street
San Francisco, CA

Dear Mr. Altman,

OpenAI's recent announcement that it will introduce advertising into ChatGPT — its artificial intelligence (AI) chatbot — raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If OpenAI irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on ChatGPT could deceive them, play upon their emotional connection with the chatbot, and undermine their privacy. Although OpenAI has provided some important information about its ad plans, given these risks, I seek further details on how your company will protect its users from manipulation and exploitation.

On January 16, 2025, OpenAI announced it will soon begin testing chatbot ads for users age 18 and older.¹ This development came just a few weeks after OpenAI denied that it was testing ads in ChatGPT.² According to the company, these ads will not influence ChatGPT's answers to user inputs; users will be able to turn off personalized advertising; and all advertisements will appear separately from answers and be clearly labeled. OpenAI also stated that it will not show advertisements to users who identify as under age 18 or whom the system predicts to be under age 18. Finally, ads will not appear near sensitive topics such as health, mental health, or politics. Despite these important safeguards, this decision is a landmark moment in the development of AI: for the first time, a major AI company plans to integrate ads into an AI chatbot.

¹ *Our approach to advertising and expanding access to ChatGPT*, OpenAI (Jan. 16, 2026), <https://openai.com/index/our-approach-to-advertising-and-expanding-access/>.

² Sarah Perez, *OpenAI slammed for app suggestions that looked like ads*, Tech Crunch (Dec. 2, 2025), <https://techcrunch.com/2025/12/02/openai-slammed-for-app-suggestions-that-looked-like-ads/>.

The integration of ads into ChatGPT represents a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. As OpenAI stated in its announcement: “Conversational interfaces create possibilities for people to go beyond static messages and links.” Due to this conversational nature, AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

Advertising within AI chatbots also poses unique risks of manipulation, especially among young users, for two reasons. First, AI chatbots are designed to imitate natural, human-like interactions and often become a source of companionship for users.³ Introducing advertising into such a dynamic could allow companies to prey on the very relationships their systems have fostered. As the Federal Trade Commission warned in a now-deleted 2023 blog post and staff paper, companies could exploit this emotional dependency for commercial purposes,⁴ such as by making a product promotion appear like a friend’s personal recommendation.⁵ Companies could also suggest products or services at heightened moments of emotional vulnerability, exploiting a user’s emotional attachment to an AI chatbot. Furthermore, sensitive information collected by AI chatbots could be used to further profile users, potentially leading to discrimination and biased responses. These are serious risks.

Second, companies may disguise advertisements within a conversation, preventing users from recognizing them. This so-called blurred advertising — which the FTC warned about in its *Protecting Kids from Stealth Advertising in Digital Media* report⁶ — can be particularly manipulative for children and teens. In fact, AI models may foster new channels of deceptive advertising by allowing companies to pay a model developer to train its chatbots more heavily on certain commercial content, biasing its outputs in favor of particular products or services. A user may have no way of even knowing that a commercial relationship between the developer and an advertiser influenced an AI chatbot’s response. Although AI companies may profit from this deception, AI chatbot users will ultimately pay the price.

³ Efua Andoh, *Many teens are turning to AI chatbots for friendship and emotional support*, American Psychological Association (Oct. 1. 2025), <https://www.apa.org/monitor/2025/10/technology-youth-friendships>.

⁴ Michael Atleson, *Succor borne every minute*, Federal Trade Commission (June 11, 2024), <https://web.archive.org/web/20250305193214/https://www.ftc.gov/business-guidance/blog/2024/06/succor-borne-every-minute>.

⁵ Press Release, Federal Trade Commission, *FTC Staff Paper Details Potential Harms to Kids from Blurred Advertising, Recommends Marketers Steer Clear* (Sept. 14, 2023), <https://web.archive.org/web/20250301022113/https://www.ftc.gov/news-events/news/press-releases/2023/09/ftc-staff-paper-details-potential-harms-kids-blurred-advertising-recommends-marketers-steer-clear>.

⁶ Samuel Levine, *Protecting Kids from Stealth Advertising in Digital Media*, Federal Trade Commission Bureau of Consumer Protection, Staff Perspective (Sept. 2023), https://web.archive.org/web/20250222072652/https://www.ftc.gov/system/files/ftc_gov/pdf/p214505kidsadvertisingstaffperspective092023.pdf.

Finally, the use of these intimate conversations with ChatGPT for targeted advertising raises serious privacy concerns. As ChatGPT becomes, or perhaps already is, a space where users share personal thoughts, health questions, family issues, and other sensitive information, OpenAI must not repurpose those exchanges to inform advertising or steer users toward commercial outcomes. Given the close, emotional bonds that users may form with ChatGPT, they may be willing to share personal information that they would be uncomfortable sharing in any other context or with any other person, significantly raising the privacy risks. This risk is especially acute for children and teens, who may not fully understand how ChatGPT collects or uses their data, and who should not be subjected to targeted advertising. Any effort to leverage conversational data for commercial purposes would represent a profound intrusion of privacy and undermine the trust users place in ChatGPT.

Although OpenAI's announcement includes important safeguards to address many of these risks — such as displaying ads at the bottom of ChatGPT's answers, rather than integrating them into the output itself — it still leaves important questions unanswered. For example, the announcement did not identify how OpenAI will select users as test subjects to see ads in ChatGPT. OpenAI also did not explain how the company will ensure that ads will not appear on conversations around health, mental health, or political topics. And OpenAI said nothing about not using such personal information to personalize ads in future conversations. For example, if users engage in a crisis-related conversation with ChatGPT, will they later be served targeted advertisements informed by that interaction, even if the advertisements do not appear during the sensitive exchange itself? The underlying mechanisms of targeted advertising make such spillover not only possible but predictable, and nothing in OpenAI's announcement meaningfully prevents this outcome.

AI companies have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about OpenAI's plans to incorporate commercial content into its systems. To help the public better understand OpenAI's policies and its plans to integrate advertisements into ChatGPT, please respond in writing to the following questions by February 12, 2026:

1. As part of OpenAI's testing of advertisements in Chat GPT, please describe the process for determining which users will see them.
 - a. Will users automatically be opted-into advertisement testing?
 - b. Will users have an opportunity to opt out of advertisement testing?
2. How will OpenAI ensure that ChatGPT will not advertise to users during sensitive conversations, such as those about health, mental health or politics?
3. For advertising purposes, will OpenAI process information collected from sensitive conversations, such as those about health, mental health or politics?
4. Does OpenAI intend to include advertisements, product placements, endorsements or any other paid product or service recommendations in ChatGPT answers to user inputs?

Mr. Sam Altman

January 22, 2026

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5. Has OpenAI entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how ChatGPT is trained or recommends products or services?
6. Does OpenAI use, or plan to use, the content of users' conversations, including sensitive or personal information, to personalize its advertising? If so, are there any categories of user data that it does not use, or plan to use, to personalize its advertising?
7. Does OpenAI use, or plan to use, data collected or purchased outside of user conversations with ChatGPT, including data collected from social media feeds and searches, to personalize its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to personalize its advertising?
 - b. Will you commit to prohibiting the use of children's and teens' data for commercial profiling?
8. Has OpenAI conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will OpenAI commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
9. How will OpenAI ensure that users can easily distinguish neutral conversations from advertising while using ChatGPT?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?

Thank you for your attention to this matter.

Sincerely,



Edward J. Markey
United States Senator

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January 22, 2026

Dario Amodei
Chief Executive Officer
Anthropic
500 Howard St
San Francisco, CA 94105

Dear Mr. Amodei,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If Anthropic irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about Anthropic's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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² Trishla Ostwal, *EXCLUSIVE: Google Tells Advertisers It'll Bring Ads to Gemini in 2026*, AdWeek (Dec. 8, 2025), <https://www.adweek.com/media/google-gemini-ads-2026/>.

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chatbot is undoubtedly considering whether advertising could be similarly profitable within its chatbot.

The integration of ads into Claude would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

Advertising within AI chatbots poses unique risks of manipulation, especially among young users, for two reasons. First, AI chatbots are designed to imitate natural, human-like interactions and often become a source of companionship for users.⁵ Introducing advertising into such a dynamic could allow companies to prey on the very relationships their systems have fostered. As the Federal Trade Commission warned in a now-deleted 2023 blog post and staff paper, companies could exploit this emotional dependency for commercial purposes,⁶ such as by making a product promotion appear like a friend's personal recommendation.⁷ Companies could also suggest products or services at heightened moments of emotional vulnerability, exploiting a user's emotional attachment to an AI chatbot. Furthermore, sensitive information collected by AI chatbots could be used to further profile users, potentially leading to discrimination and biased responses. These are serious risks.

Second, companies may disguise advertisements within a conversation, preventing users from recognizing them. This so-called blurred advertising — which the FTC warned about in its *Protecting Kids from Stealth Advertising in Digital Media* report⁸ — can be particularly manipulative for children and teens. In fact, AI models may foster new channels of deceptive advertising by allowing companies to pay a model developer to train its chatbots more heavily on certain commercial content, biasing its outputs in favor of particular products or services. A user may have no way of even knowing that a commercial relationship between the developer and an

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advertiser influenced an AI chatbot's response. Although AI companies may profit from this deception, AI chatbot users will ultimately pay the price.

Finally, the use of these intimate conversations for targeted AI chatbot advertising also raises serious privacy concerns. As chatbots become spaces where users share personal thoughts, health questions, family issues, and other sensitive information, companies must not repurpose those exchanges to inform advertising or steer users toward commercial outcomes. Given the close, emotional bonds that users may form with an AI chatbot, they may be willing to share personal information that they would be uncomfortable sharing in any other context or with any other person, significantly raising the privacy risks. This risk is especially acute for children and teens, who may not fully understand how companies collect or use their data, and who should not be subjected to targeted advertising. Any effort to leverage conversational data for commercial purposes would represent a profound intrusion on privacy and undermine the trust users place in these AI chatbots.

AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about Anthropic's plans to incorporate commercial content into its systems. To help the public better understand Anthropic's policies and its future plans to integrate advertisements into Claude, please respond in writing to the following questions by February 12, 2026:

1. Does Anthropic intend to include advertisements, product placements, endorsements or any other paid product or service recommendations into Claude?
2. Has Anthropic entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does Anthropic use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does Anthropic use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?

5. Has your company conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will Anthropic commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will Anthropic ensure that users can easily distinguish neutral conversations from advertising while using Claude?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?
7. Will Anthropic commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Claude to children and teens?

Thank you for your attention to this matter.

Sincerely,



Edward J. Markey
United States Senator

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January 22, 2026

Sundar Pichai
Chief Executive Officer
Alphabet Inc. and Google
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Pichai,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If Google irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about Google's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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The integration of ads into Gemini would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

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AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about Google's plans to incorporate commercial content into its systems. To help the public better understand Google's policies and its future plans to integrate advertisements into Gemini please respond in writing to the following questions by February 12, 2026:

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2. Has Google entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does Google use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does Google use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
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 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?

5. Has your company conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will Google commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will Google ensure that users can easily distinguish neutral conversations from advertising while using Google?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?
7. Will Google commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Gemini to children and teens?

Thank you for your attention to this matter.

Sincerely,



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January 22, 2026

Mark Zuckerberg
Chairman and Chief Executive Officer
Meta Platforms
1 Hacker Way
Menlo Park, CA 94025

Dear Mr. Zuckerberg,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If Meta irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about Meta's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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chatbot is undoubtedly considering whether advertising could be similarly profitable within its chatbot.

The integration of ads into Meta AI or Llama would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

Advertising within AI chatbots poses unique risks of manipulation, especially among young users, for two reasons. First, AI chatbots are designed to imitate natural, human-like interactions and often become a source of companionship for users.⁵ Introducing advertising into such a dynamic could allow companies to prey on the very relationships their systems have fostered. As the Federal Trade Commission warned in a now-deleted 2023 blog post and staff paper, companies could exploit this emotional dependency for commercial purposes,⁶ such as by making a product promotion appear like a friend's personal recommendation.⁷ Companies could also suggest products or services at heightened moments of emotional vulnerability, exploiting a user's emotional attachment to an AI chatbot. Furthermore, sensitive information collected by AI chatbots could be used to further profile users, potentially leading to discrimination and biased responses. These are serious risks.

Second, companies may disguise advertisements within a conversation, preventing users from recognizing them. This so-called blurred advertising — which the FTC warned about in its *Protecting Kids from Stealth Advertising in Digital Media* report⁸ — can be particularly manipulative for children and teens. In fact, AI models may foster new channels of deceptive advertising by allowing companies to pay a model developer to train its chatbots more heavily on certain commercial content, biasing its outputs in favor of particular products or services. A user may have no way of even knowing that a commercial relationship between the developer and an

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advertiser influenced an AI chatbot's response. Although AI companies may profit from this deception, AI chatbot users will ultimately pay the price.

Finally, the use of these intimate conversations for targeted AI chatbot advertising also raises serious privacy concerns. As chatbots become spaces where users share personal thoughts, health questions, family issues, and other sensitive information, companies must not repurpose those exchanges to inform advertising or steer users toward commercial outcomes. Given the close, emotional bonds that users may form with an AI chatbot, they may be willing to share personal information that they would be uncomfortable sharing in any other context or with any other person, significantly raising the privacy risks. This risk is especially acute for children and teens, who may not fully understand how companies collect or use their data, and who should not be subjected to targeted advertising. Any effort to leverage conversational data for commercial purposes would represent a profound intrusion on privacy and undermine the trust users place in these AI chatbots.

AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about Meta's plans to incorporate commercial content into its systems. To help the public better understand Meta's policies and its future plans to integrate advertisements into Meta AI or Llama, please respond in writing to the following questions by February 12, 2026:

1. Does Meta intend to include advertisements, product placements, endorsements or any other paid product or service recommendations into Meta AI or Llama?
2. Has Meta entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does Meta use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does Meta use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?

Mr. Zuckerberg

January 22, 2026

Page 4

5. Has your company conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will Meta commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will Meta ensure that users can easily distinguish neutral conversations from advertising while using Meta AI or Llama?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?
7. Will Meta commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Meta AI or Llama to children and teens?

Thank you for your attention to this matter.

Sincerely,



Edward J. Markey
United States Senator

EDWARD J. MARKEY
MASSACHUSETTS

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January 22, 2026

Satya Nadella
Chairman and Chief Executive Officer
Microsoft
One Microsoft Way
Redmond, Washington 98052

Dear Mr. Nadella,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If Microsoft irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about Microsoft's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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chatbot is undoubtedly considering whether advertising could be similarly profitable within its chatbot.

The integration of ads into Copilot would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

Advertising within AI chatbots poses unique risks of manipulation, especially among young users, for two reasons. First, AI chatbots are designed to imitate natural, human-like interactions and often become a source of companionship for users.⁵ Introducing advertising into such a dynamic could allow companies to prey on the very relationships their systems have fostered. As the Federal Trade Commission warned in a now-deleted 2023 blog post and staff paper, companies could exploit this emotional dependency for commercial purposes,⁶ such as by making a product promotion appear like a friend's personal recommendation.⁷ Companies could also suggest products or services at heightened moments of emotional vulnerability, exploiting a user's emotional attachment to an AI chatbot. Furthermore, sensitive information collected by AI chatbots could be used to further profile users, potentially leading to discrimination and biased responses. These are serious risks.

Second, companies may disguise advertisements within a conversation, preventing users from recognizing them. This so-called blurred advertising — which the FTC warned about in its *Protecting Kids from Stealth Advertising in Digital Media* report⁸ — can be particularly manipulative for children and teens. In fact, AI models may foster new channels of deceptive advertising by allowing companies to pay a model developer to train its chatbots more heavily on certain commercial content, biasing its outputs in favor of particular products or services. A user may have no way of even knowing that a commercial relationship between the developer and an

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advertiser influenced an AI chatbot's response. Although AI companies may profit from this deception, AI chatbot users will ultimately pay the price.

Finally, the use of these intimate conversations for targeted AI chatbot advertising also raises serious privacy concerns. As chatbots become spaces where users share personal thoughts, health questions, family issues, and other sensitive information, companies must not repurpose those exchanges to inform advertising or steer users toward commercial outcomes. Given the close, emotional bonds that users may form with an AI chatbot, they may be willing to share personal information that they would be uncomfortable sharing in any other context or with any other person, significantly raising the privacy risks. This risk is especially acute for children and teens, who may not fully understand how companies collect or use their data, and who should not be subjected to targeted advertising. Any effort to leverage conversational data for commercial purposes would represent a profound intrusion on privacy and undermine the trust users place in these AI chatbots.

AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about Microsoft's plans to incorporate commercial content into its systems. To help the public better understand Microsoft's policies and its future plans to integrate advertisements into Copilot, please respond in writing to the following questions by February 12, 2026:

1. Does Microsoft intend to include advertisements, product placements, endorsements or any other paid product or service recommendations into Copilot?
2. Has Microsoft entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does Microsoft use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does Microsoft use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?

5. Has your company conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will Microsoft commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will Microsoft ensure that users can easily distinguish neutral conversations from advertising while using Copilot?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?
7. Will Microsoft commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Copilot to children and teens?

Thank you for your attention to this matter.

Sincerely,



Edward J. Markey
United States Senator

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MASSACHUSETTS

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January 22, 2026

Evan Spiegel
Chief Engineering Officer
Snap Inc.
2772 Donald Douglas Loop N
Santa Monica, CA 90405

Dear Spiegel,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If Snap irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about Snap's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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chatbot is undoubtedly considering whether advertising could be similarly profitable within its chatbot.

The integration of ads into Snap's My AI would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

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AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about Snap's plans to incorporate commercial content into its systems. To help the public better understand Snap's policies and its future plans to integrate advertisements into Snap's My AI, please respond in writing to the following questions by February 12, 2026:

1. Does Snap intend to include advertisements, product placements, endorsements or any other paid product or service recommendations into Snap's My AI?
2. Has Snap entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does Snap use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does Snap use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
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 - a. If so, please describe the testing. If not, why not?
 - b. Will Snap commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will Snap ensure that users can easily distinguish neutral conversations from advertising while using Snap's My AI?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
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7. Will Snap commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Snap's My AI to children and teens?

Thank you for your attention to this matter.

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Elon Musk
Chief Executive Officer
xAI
1450 Page Mill Road
Palo Alto, CA 94304

Dear Mr. Musk,

Tech companies' growing interest in integrating advertising within artificial intelligence (AI) chatbots raises significant concerns for consumer protection, privacy, and the safety of young users. AI chatbots have quickly become popular among millions of Americans, especially young people, because these chatbots can engage in human-like conversations. If xAI irresponsibly embeds advertising in those conversations, it creates serious risks of harm to its users. Advertising on AI chatbots could deceive them, exploit their emotional connection with the chatbot, and undermine their privacy. Given these risks, users deserve transparency about xAI's plans, if any, to incorporate advertising into its AI chatbots and implement safeguards to protect its users from manipulation and exploitation.

The tech industry appears to be quickly moving towards an advertising-driven model in its AI chatbots. Most notably, in January, OpenAI announced that it would begin including ads within its AI chatbot, ChatGPT, a major shift from its previous hesitation to adopt an ad-driven business model.¹ Last year, Google reportedly told advertising clients that advertising placements in Gemini, its AI chatbot, were "targeted for a 2026 rollout,"² although Google denied that report.³ Meta has also announced plans to start using AI chatbot conversations to personalize ads across its other platforms, such as Facebook and Instagram.⁴ Given Big Tech's significant profits from social media and search ads, every tech company that has deployed an AI

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chatbot is undoubtedly considering whether advertising could be similarly profitable within its chatbot.

The integration of ads into Grok would represent a significant, and potentially dangerous, transformation in the digital advertising ecosystem. For years, online advertising has been delivered through passive browsing, such as advertising next to search engine results or within a social media feed. Although such advertising created real risks of manipulation, the shift from embedding ads in passive browsing to doing so in active, personalized conversation with AI chatbots will not simply change where ads appear; it will fundamentally reshape how consumers encounter them. Due to the conversational nature of chatbots — which are designed to mimic human-like interactions — AI chatbot ads could be woven directly into the flow of the conversation, potentially appearing identical to any other AI chatbot response. This practice raises urgent questions about manipulation, the potential for covert commercial influence, and user privacy.

Advertising within AI chatbots poses unique risks of manipulation, especially among young users, for two reasons. First, AI chatbots are designed to imitate natural, human-like interactions and often become a source of companionship for users.⁵ Introducing advertising into such a dynamic could allow companies to prey on the very relationships their systems have fostered. As the Federal Trade Commission warned in a now-deleted 2023 blog post and staff paper, companies could exploit this emotional dependency for commercial purposes,⁶ such as by making a product promotion appear like a friend's personal recommendation.⁷ Companies could also suggest products or services at heightened moments of emotional vulnerability, exploiting a user's emotional attachment to an AI chatbot. Furthermore, sensitive information collected by AI chatbots could be used to further profile users, potentially leading to discrimination and biased responses. These are serious risks.

Second, companies may disguise advertisements within a conversation, preventing users from recognizing them. This so-called blurred advertising — which the FTC warned about in its *Protecting Kids from Stealth Advertising in Digital Media* report⁸ — can be particularly manipulative for children and teens. In fact, AI models may foster new channels of deceptive advertising by allowing companies to pay a model developer to train its chatbots more heavily on certain commercial content, biasing its outputs in favor of particular products or services. A user may have no way of even knowing that a commercial relationship between the developer and an

⁵ Efua Andoh, *Many teens are turning to AI chatbots for friendship and emotional support*, American Psychological Association (Oct. 1. 2025), <https://www.apa.org/monitor/2025/10/technology-youth-friendships>.

⁶ Michael Atleson, *Succor borne every minute*, Federal Trade Commission (June 11, 2024), <https://web.archive.org/web/20250305193214/https://www.ftc.gov/business-guidance/blog/2024/06/succor-borne-every-minute>.

⁷ Press Release, Federal Trade Commission, *FTC Staff Paper Details Potential Harms to Kids from Blurred Advertising, Recommends Marketers Steer Clear* (Sept. 14, 2023), <https://web.archive.org/web/20250301022113/https://www.ftc.gov/news-events/news/press-releases/2023/09/ftc-staff-paper-details-potential-harms-kids-blurred-advertising-recommends-marketers-steer-clear>.

⁸ Samuel Levine, *Protecting Kids from Stealth Advertising in Digital Media*, Federal Trade Commission Bureau of Consumer Protection, Staff Perspective (Sept. 2023), https://web.archive.org/web/20250222072652/https://www.ftc.gov/system/files/ftc_gov/pdf/p214505kidsadvertisingstaffperspective092023.pdf.

advertiser influenced an AI chatbot's response. Although AI companies may profit from this deception, AI chatbot users will ultimately pay the price.

Finally, the use of these intimate conversations for targeted AI chatbot advertising also raises serious privacy concerns. As chatbots become spaces where users share personal thoughts, health questions, family issues, and other sensitive information, companies must not repurpose those exchanges to inform advertising or steer users toward commercial outcomes. Given the close, emotional bonds that users may form with an AI chatbot, they may be willing to share personal information that they would be uncomfortable sharing in any other context or with any other person, significantly raising the privacy risks. This risk is especially acute for children and teens, who may not fully understand how companies collect or use their data, and who should not be subjected to targeted advertising. Any effort to leverage conversational data for commercial purposes would represent a profound intrusion on privacy and undermine the trust users place in these AI chatbots.

AI chatbot developers have a responsibility to ensure that AI chatbots do not become another digital ecosystem structured to covertly manipulate users. Users deserve complete transparency about xAI's plans to incorporate commercial content into its systems. To help the public better understand xAI's policies and its future plans to integrate advertisements into Grok, please respond in writing to the following questions by February 12, 2026:

1. Does xAI intend to include advertisements, product placements, endorsements or any other paid product or service recommendations into Grok?
2. Has xAI entered into, or does it intend to enter into, any commercial agreements, for advertising purposes, that would influence how its chatbot is trained or recommends products or services?
3. Does xAI use, or plan to use, the content of users' conversations, including sensitive or personal information, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?
4. Does xAI use, or plan to use, data collected outside of user conversations with an AI chatbot, including data collected from social media feeds and searches, to inform its advertising?
 - a. If so, are there any categories of user data that it does not use, or plan to use, to inform its advertising?
 - b. Will your company commit to prohibiting the use of children's and teens' data for targeted advertising or commercial profiling?

5. Has your company conducted internal testing or auditing to ensure that chatbot recommendations are not misleading or manipulative or violate user privacy?
 - a. If so, please describe the testing. If not, why not?
 - b. Will xAI commit to not deploying product features until it has mitigated risks, including risks related to manipulative design or the violation of user privacy?
6. How will xAI ensure that users can easily distinguish neutral conversations from advertising while using Grok?
 - a. What disclosures will users receive if a commercial relationship or advertising agreement influences a chatbot response?
 - b. How will your company determine and monitor the effectiveness of disclosures described in (a)?
 - c. Will your company commit to not entering into commercial agreements that would influence the training of chatbot models on commercial content in ways that could steer users toward particular products or services without clear disclosure?
7. Will xAI commit to not displaying advertisements, product placements, endorsements or any other paid product or service recommendations in Grok to children and teens?

Thank you for your attention to this matter.

Sincerely,



Edward J. Markey
United States Senator