Interim Measures for the Administration of Anthropomorphic Interactive Artificial Intelligence Services

China – Cyberspace Administration of China CAC (jointly with relevant industry regulators)

Main information

Scope of Application:

Providers offering continuous AI-based emotional interaction to the public in China through simulated human personality, thought patterns or communication. Ordinary customer service, factual Q&A, work assistants and education without sustained emotional interaction fall outside the Measures.

Effective Date:

July 15th, 2026

Related Provisions:

- Cybersecurity Law of the People's Republic of China
- Personal Information Protection Law of the People's Republic of China
- Regulations on the Protection of Minors in Cyberspace

Pharm.east

Key Topics

Framework

- **The sustained emotional interaction** — not merely a human-like interface — is the decisive scope criterion. Providers must maintain safeguards throughout deployment, operation, upgrades and service termination, including risk monitoring and emergency intervention.
- The Measures require controls over training data, user agreements and age information, protection of interaction records, AI identity disclosure, accessible exit mechanisms and security assessments in specified circumstances.

What's new

- For minors, virtual relatives and romantic partners are prohibited; services for children under 14 require guardian consent. Providers must offer a minors mode, usage limits and parental controls. AI identity reminders are required after every two hours of continuous use.
- Interaction records may not be disclosed to third parties without a legal basis or express consent. Users must be able to copy or delete chats; using sensitive interaction data for model training generally requires separate consent.

Sensitive Factors

- Providers must detect serious emotional crises and, where necessary, intervene and contact a guardian or emergency contact. **Designs that foster dependency or obstruct a user's attempt to exit are prohibited.**
- **Security assessments are required** at launch or material changes, or once a service reaches one million registered users or 100,000 monthly active users. Reports go to the provincial cyberspace authority.

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Drivers

- **Product design and child protection:** Exclude virtual intimate relationships for minors, build age-appropriate controls and obtain guardian consent for users under 14 before launch.
- **Interaction-data governance:** Provide chat export and deletion, limit third-party disclosures, and obtain separate consent before using sensitive conversation data to train models.
- **Assessment and crisis readiness:** Assess services at launch and specified thresholds; establish escalation for self-harm risks, two-hour use reminders and a user exit that cannot be obstructed.