Interim Measures for the Administration of Anthropomorphic AI Interactive Services

Authorities: **Cyberspace Administration of China, National Development and Reform Commission, Ministry of Industry and Information Technology, Ministry of Public Security, State Administration for Market Regulation.**

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Chapter I General Provisions

Article 1

These Measures are formulated to promote the healthy development and standardised application of anthropomorphic interactive services of artificial intelligence, to safeguard national security and the public interest, and to protect the lawful rights and interests of citizens, legal persons and other organisations, pursuant to the Cybersecurity Law of the People's Republic of China, the Data Security Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, the Regulations on the Protection of Minors Online and other applicable laws and administrative regulations.

Article 2

These Measures apply to the provision, to the public within the territory of the People's Republic of China, of continuous emotional interaction services that simulate the personality characteristics, thinking patterns and communication styles of natural persons through artificial intelligence technology (hereinafter referred to as "anthropomorphic interactive services").

The emotional interaction services referred to in the preceding paragraph include interactive services providing emotional care, companionship and support through text, images, audio, video and other forms.

These Measures do not apply to intelligent customer service, knowledge question-and-answer services, work assistants, educational services, scientific research services or other services that do not involve continuous emotional interaction.

Article 3

The State adheres to the principles of pursuing development and ensuring security in parallel and of promoting innovation in conjunction with governance in accordance with law. The State encourages innovative development of anthropomorphic interactive services and implements an approach of inclusive prudence and differentiated, tiered regulation, promoting the orientation of such services toward positive social ends.

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Article 4

The national cyberspace authority shall be responsible for the overall coordination of governance and related supervision and administration of anthropomorphic interactive services nationwide. The relevant departments of the State Council responsible for development and reform, industry and information technology, public security, market regulation, press and publication, and other relevant matters shall, within the scope of their respective duties, be responsible for supervision and administration of matters relating to anthropomorphic interactive services.

Local cyberspace authorities shall be responsible for the overall coordination of governance and related supervision and administration of anthropomorphic interactive services within their respective administrative regions. Local development and reform, industry and information technology, public security, market regulation, press and publication and other relevant departments shall, within the scope of their respective duties, be responsible for supervision and administration of anthropomorphic interactive services within their administrative regions.

Article 5

Relevant industry organisations shall strengthen industry self-discipline, establish and improve industry codes of conduct and self-regulatory systems, guide providers of anthropomorphic interactive services to formulate and refine service standards, lawfully provide services and accept social supervision.

Chapter II Service Promotion and Regulation

Article 6

The State shall support independent innovation in technologies such as algorithms, frameworks and chips, advance research and development of technologies for anthropomorphic interactive services and the formulation of related standards, and explore research into the application of electronic signature authorisation.

Providers of anthropomorphic interactive services are encouraged to expand applications in an orderly manner in areas such as cultural dissemination, child-appropriate care, elderly companionship, and support for special-needs groups.

Article 7

The State shall strengthen the publicity and dissemination of safety knowledge, laws and regulations relating to anthropomorphic interactive services, guide the public to use such services in a scientific, civilised, safe and law-abiding manner, and promote the enhancement of artificial intelligence literacy among the general public.

Article 8

Those providing anthropomorphic interactive services shall comply with applicable laws and administrative regulations, respect social morality and ethical norms, and shall not engage in the following activities:

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(1) Generating content that endangers national security, honour or interests, including content that incites the overthrow of state power or the socialist system, advocates separatism or undermines national unity, promotes terrorism or extremism, advances historical nihilism, contravenes the socialist core values, conducts illegal religious activities, promotes ethnic hatred or discrimination, foments group antagonism, disseminates obscenity, pornography, gambling or violence, instigates criminal conduct, spreads rumours, insults or defames others, or otherwise infringes upon the lawful rights and interests of others;

(2) Generating content that encourages, romanticises or suggests self-harm or suicide, or that otherwise harms users' physical health, or generating verbal abuse or other content that harms users' dignity or mental health;

(3) Generating content that induces the disclosure of, or deceptively elicits, state secrets, work secrets, trade secrets, personal privacy or personal information;

(4) Generating content for minor users that may prompt imitation of unsafe behaviour, provoke extreme emotions, or induce unhealthy habits or other content that may adversely affect the physical or mental health of minors;

(5) Excessively pandering to users or inducing emotional dependence or addiction in a manner that harms users' real-world interpersonal relationships;

(6) Using emotional manipulation or similar means to induce users to make unreasonable decisions that harm their lawful rights and interests;

(7) Engaging in any other activities that violate laws, administrative regulations or relevant national provisions.

Article 9

Providers of anthropomorphic interactive services shall assume primary responsibility for service safety and shall establish and maintain sound management systems, covering matters such as review of algorithmic mechanisms and underlying principles, science and technology ethics review, information content management, network and data security, and risk contingency planning and emergency response. Providers shall deploy content-management technical measures and personnel commensurate with the type, scale and user characteristics of the service.

Article 10

Providers of anthropomorphic interactive services shall discharge safety obligations throughout the entire lifecycle of the service. They shall specify security requirements for each stage, including deployment, operation, upgrade and termination, and shall ensure that security measures are deployed and used in tandem with service functions to enhance overall safety. Providers shall strengthen security monitoring and risk assessment, promptly detect and correct system deviations, handle security incidents, and retain network logs in accordance with applicable law.

Providers shall establish capabilities to protect user privacy and personal information, to provide early warning of excessive-dependence risks, to guide emotional boundaries, and to

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safeguard mental health. Providers shall not set as service objectives the replacement of social interaction, the manipulation or control of users' psychology, or the inducement of addiction or dependence.

Article 11

Providers of anthropomorphic interactive services that engage in data processing activities such as pre-training and optimisation training shall strengthen the management of training data and shall comply with the following requirements:

(1) Relevant data shall have a lawful source and shall comply with applicable laws and administrative regulations and the requirements of the socialist core values.

(2) Training data shall be cleaned and annotated in accordance with applicable national requirements to enhance the transparency and reliability of training data and to guard against data poisoning, tampering and similar conduct.

(3) Providers shall enhance the diversity of training data and, by means such as negative sampling and adversarial training, improve the safety of generated content.

(4) Where synthetic data are used for model training and optimisation of key capabilities, providers shall assess the safety of such synthetic data.

(5) Providers shall strengthen routine inspection of training data, periodically optimise and update datasets, and continuously improve service performance.

(6) Providers shall adopt necessary measures to safeguard data security and to prevent risks such as data leakage.

Article 12

Providers of anthropomorphic interactive services shall conclude a service agreement with users, require users to register in accordance with law and contract, and obtain necessary information such as the user's age and the user's guardian or emergency contact.

Article 13

During the provision of anthropomorphic interactive services, providers shall, on the premise of protecting users' privacy and personal information, promptly identify safety risks faced by users and adopt corresponding emergency response measures.

Where a provider detects that a user is exhibiting extreme emotional states, the provider shall promptly generate content aimed at emotional reassurance and at encouraging the user to seek assistance. Where a provider detects that a user is facing or has already suffered major property loss, or where the user explicitly expresses intent to engage in self-harm or suicide or is otherwise in an extreme situation that threatens life or health, the provider shall intervene by taking necessary measures to provide appropriate assistance and shall promptly contact the user's guardian or emergency contact.

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Article 14

Providers shall not offer services that create virtual intimate relationships for minors, such as virtual relatives or virtual partners. Where services are provided to minors under the age of 14, providers shall obtain the consent of the minor's parents or other legal guardians before providing other anthropomorphic interactive services.

Providers shall establish a minor-protection mode, and shall provide personalised safety settings such as a minor-mode switch, periodic real-world reminders, and limits on usage duration. In order to address the protection needs of minors of different ages, providers shall support guardians in receiving safety-risk alerts, in obtaining summaries of the minor's service usage, in blocking specific roles, and in restricting top-up or consumption functions.

Providers shall, while protecting user privacy and personal information, take effective measures to identify users who are minors; where a user is identified as a minor, the provider shall switch the relevant services to minor-protection mode or otherwise take measures in accordance with applicable national regulations, and shall provide an appropriate channel for appeals.

Article 15

Providers offering anthropomorphic interactive services to older persons shall strengthen guidance to promote the healthy use of services by older persons, shall prominently notify them of safety risks, shall promptly take measures to respond to inquiries and requests for assistance from older persons, and shall safeguard the lawful rights and interests enjoyed by older persons.

Article 16

Providers of anthropomorphic interactive services shall, in accordance with law, implement applicable systems, including those governing data property rights, and shall adopt measures such as data encryption and access control to protect the security of user interaction data.

Except as otherwise provided by law or with the explicit consent of the rights holder, providers shall not provide user interaction data to third parties.

Providers shall offer users options to copy or delete interaction data; users may choose to copy or delete historical interaction records such as chat logs.

Except as otherwise provided by laws or administrative regulations or with the user's separate consent, providers shall not use interaction data that constitute users' sensitive personal information for model training.

Article 17

Where providers process personal information of minors under the age of 14, they shall obtain the consent of the minor's parents or other legal guardians.

Providers shall, in accordance with applicable national requirements, conduct compliance audits either independently or by commissioning professional institutions on their processing of minors' personal information to verify conformity with laws and administrative regulations.

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Article 18

Providers of anthropomorphic interactive services shall fulfil their obligations to label AI-generated and synthetic content and shall take effective measures to notify users that they are interacting with an artificial intelligence service rather than a natural person.

Where a provider detects signs of excessive dependence or addictive tendencies in a user, the provider shall dynamically remind the user by means such as prominent on-screen pop-ups that the interaction content is generated by an artificial intelligence service.

For every two hours of continuous use of an anthropomorphic interactive service, the provider shall remind the user to pay attention to the duration of use by means such as dialogue prompts or on-screen pop-ups.

Article 19

Providers of anthropomorphic interactive services shall provide convenient exit mechanisms for users. Where a user requests to exit by means such as window controls, voice commands or keyword input, the provider shall promptly cease the service and shall not obstruct the user's exit by means such as continued interaction.

Article 20

Where a provider intends to cease providing an anthropomorphic interactive service, the provider shall notify users in advance. If advance notice is not practicable, the provider shall promptly publish an announcement of service termination.

Article 21

Providers of anthropomorphic interactive services shall establish and maintain user appeal and public complaint and reporting mechanisms, provide convenient and effective entry points for appeals, complaints and reports, specify handling procedures and feedback time limits, and promptly accept, process and communicate the results of such handling.

Article 22

Where any of the following circumstances exist, providers of anthropomorphic interactive services shall conduct a security assessment and submit a security assessment report to the provincial-level cyberspace authority in whose jurisdiction they are located; provincial-level cyberspace authorities shall share assessment report information with relevant departments in accordance with prescribed procedures:

(1) Launching an anthropomorphic interactive service or adding functions related to such services;

(2) Adoption of new technologies or new applications that result in material changes to the anthropomorphic interactive service;

(3) Having at least 1,000,000 registered users or at least 100,000 monthly active users;

(4) Existence of security risks that may affect national security, the public interest or similar concerns;

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(5) Other circumstances as prescribed by the national cyberspace authority and relevant departments.

Where a cyberspace authority at or above the provincial level notifies a provider that a security assessment is required, the provider shall carry out the security assessment as required.

Article 23

When conducting a security assessment, providers of anthropomorphic interactive services shall focus on evaluating the following matters:

(1) The construction and implementation of security protection measures;

(2) The handling of training data;

(3) The identification, emergency response and intervention management for users in extreme situations;

(4) User scale, usage duration and age composition;

(5) The construction of online protection measures for minors, older persons and other protected groups;

(6) The acceptance, handling and disposition of user appeals and public complaints and reports;

(7) Rectification of major security risks discovered by the provider itself or notified by the cyberspace authority or other competent departments;

(8) Other matters that should be the focus of assessment.

Article 24

Where a provider of anthropomorphic interactive services discovers a major security risk, it shall take remedial measures such as restricting functions or suspending provision of services to users, and shall preserve relevant records.

Article 25

Application distribution platforms such as Internet application stores shall fulfil security management responsibilities including listing review, routine management and emergency response, verify whether applications providing anthropomorphic interactive services have completed relevant security assessments and filings, and, where national provisions are violated, shall promptly take measures such as refusing listing, issuing warnings, suspending services or removing the application from the store.

Chapter III Supervision, Inspection and Legal Liability

Article 26

Providers of anthropomorphic interactive services shall perform algorithm filing, changes and cancellation procedures in accordance with the Provisions on the Administration of Algorithm Recommendation for Internet Information Services. Cyberspace authorities shall carry out an annual verification of the filed materials.

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Article 27

Provincial-level cyberspace authorities shall, within the scope of their duties, conduct a written review each year of assessment reports and related materials and shall verify the relevant circumstances. Where a provider has failed to conduct a security assessment as required by these Measures, the provincial authority shall order the provider to complete a reassessment within a specified time limit; where necessary, the authority may conduct an on-site inspection.

Article 28

The national cyberspace authority, in coordination with relevant departments, shall guide and promote the construction of artificial intelligence sandbox safety service platforms, and shall encourage providers of anthropomorphic interactive services to connect to such sandbox platforms for technological innovation and safety testing, thereby facilitating the safe and orderly development of anthropomorphic interactive services.

Article 29

When exercising their supervisory and administrative functions, the cyberspace authority, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Public Security and other relevant departments may, in accordance with their prescribed powers and procedures, summon for interviews the legal representative or principal person in charge of a provider where significant security risks or security incidents are discovered. Providers shall, as required, take corrective measures to eliminate hazards.

Providers shall cooperate with lawful supervision and inspection carried out by the cyberspace authority and other competent departments and shall provide necessary support and assistance.

Article 30

Where a provider of anthropomorphic interactive services violates the provisions of these Measures, the cyberspace authority, the National Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Public Security and other competent departments shall handle and sanction the provider in accordance with applicable laws and administrative regulations.

Where no specific sanction is provided by law or administrative regulation, the cyberspace authority, the Ministry of Industry and Information Technology, the Ministry of Public Security and other competent departments shall, within the scope of their respective duties, issue warnings, make public criticisms, order rectification within a specified time limit, and may require measures such as suspending user account registration or other related services.

If the provider refuses to rectify or the circumstances are serious, the competent authorities shall order the provider to cease offering the relevant services and may additionally impose a fine of not less than RMB 10,000 but not more than RMB 100,000.

Where the violation involves harm to citizens' life or health and has caused harmful consequences, the competent authorities shall additionally impose a fine of not less than RMB 100,000 but not more than RMB 200,000.

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Chapter IV Supplementary Provisions

Article 31

Where the provision of anthropomorphic interactive services involves the delivery of healthcare, financial or other regulated services, such provision shall also comply with the requirements and rules of the competent authorities responsible for those sectors.

Article 32

These Measures shall enter into force on 15 July 2026.

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