



STRATEGY & GOVERNANCE	
Is there a state agency or taskforce responsible for AI regulation or development?	Yes. The Technology Quality Assurance Board is tasked with ensuring the responsible, secure and effective deployment of emerging technologies across the executive-branch agencies. The Board is composed of the Office of Information Technology, Dep't of Finance, Law Enforcement Agency, Dep't of Education, Medicaid Agency, Dep't of Revenue, and Dep't of Transportation. <sup>88</sup>
Is there an enacted AI law or regulation that applies to health insurance?	Yes. S.B. 63 (2026) requires any decision to deny, delay, or modify a prior authorization request based on medical necessity to be ultimately made or reviewed by a licensed physician or qualified health care professional. <sup>89</sup>
Is there an official state strategy on AI?	Yes. The Governor's Task Force on Generative Artificial Intelligence (GenAI) released a 2024 report that includes a list of ten overarching recommendations for GenAI utilization across the state's executive-branch agencies. <sup>90</sup>
CONSUMER PROTECTIONS	
Is there a state data protection law that applies to AI use of personal data?	Yes. S.B. 63 (2026) regulates data privacy within health plan utilization review functions powered by AI. The law requires health plans to ensure that patient data used in utilization review functions by AI is not used beyond its intended and stated purpose, consistent with HIPAA. <sup>91</sup>
Is human oversight of AI required?	Yes. S.B. 63 (2026) requires human oversight in authorization decisions that would deny or defer a request. <sup>92</sup>
Is there a consumer complaint mechanism available unique to AI?	No. However, consumers can <a href="#">file a complaint</a> with the Alabama Department of Insurance if they believe AI has been used improperly within their health insurance. <sup>93</sup>
Has the state insurance commissioner adopted the NAIC Model Bulletin or a similar bulletin?	No.
FUTURE READINESS	
Are there state-based advocacy groups related to AI in health insurance or health care?	Yes. The Medical Association of the State of Alabama is advocating for a ban on the sole use of AI in making initial prior authorization determinations. <sup>94</sup> The Alabama Hospital Association has stated that human oversight is critical if AI is going to continue to be used in healthcare determinations. <sup>95</sup>
Are there state-funded training opportunities on AI?	No.