



STRATEGY & GOVERNANCE	
Is there a state agency or taskforce responsible for AI regulation or development?	Yes. Executive Order 30 directs the Virginia Information Technology Agency to develop AI policies and IT standards. ⁴⁴⁸
Is there an enacted AI law or regulation that applies to health insurance?	No.
Is there an official state strategy on AI?	Yes. Executive Order 30 Task Force Report focuses on the responsible, ethical, and transparent use of AI across state government, education, and law enforcement. ⁴⁴⁹
CONSUMER PROTECTIONS	
Is there a state data protection law that applies to AI use of personal data?	Yes. The Virginia Consumer Data Protection Act grants consumers the right to: (1) confirm processing and access their personal data; (2) correct inaccuracies, considering the data's nature and processing purposes; (3) delete personal data provided by or obtained about them; (4) obtain a portable, readily usable copy of automatically processed data they previously provided, allowing hindrance-free transmission; and (5) opt out of processing for targeted advertising, the sale of personal data, or profiling that produces legal or similarly significant effects. ⁴⁵⁰ However, health information identified under HIPAA and health records are exempt from the law. ⁴⁵¹
Is human oversight of AI required?	No.
Is there a consumer complaint mechanism available?	No. However, consumers can file a complaint with the State Corporation Commission if they believe AI has been used improperly within their health insurance. ⁴⁵²
Has the state insurance commissioner adopted the NAIC Model Bulletin or a similar bulletin?	Yes. The Bureau of Insurance issued Administrative Letter 2024-01 adopting the NAIC Model Bulletin. ⁴⁵³
FUTURE READINESS	
Are there state-based advocacy groups related to AI in health insurance or health care?	Yes. HIMSS Virginia Chapter has an AI Special Interest Groups that focuses addresses critical issues like security, ethics, governance, and the disruptive nature of AI in healthcare. ⁴⁵⁴ AI Ready RVA promotes AI applications across healthcare. ⁴⁵⁵
Are there state-funded training opportunities on AI?	No. However, the AI Task Force strategy recommends higher education AI training across sectors, including health. ⁴⁵⁶