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California State Senate

SENATOR
STEPHEN C. PADILLA
EIGHTEENTH SENATE DISTRICT



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& CONSUMER PROTECTION

Sam Altman
Chief Executive Officer, OpenAI
1455 3rd Street
San Francisco, CA 94158

Ynon Kreiz
Chairman and Chief Executive Officer, Mattel
333 Continental Boulevard
El Segundo, CA 90245 USA

Via Electronic Mail

Dear Mssrs Altman and Kreiz:

As a member of the California State Senate working to protect the most vulnerable Californians from harmful interactions with companion chatbots, I respectfully write today to ask for greater transparency regarding your upcoming collaboration.

In June, your companies announced a strategic partnership to “bring the magic of AI to age-appropriate play experiences” via “AI-powered products and experiences based on Mattel’s brands.”¹ Given that Mattel is a leading children’s toy designer and a producer of a range of products intended for young consumers, including young children, coupled with the rapidly advancing AI technology designed to enhance these products, these circumstances have raised many questions. As some of the leading players in the AI and toy industries, your actions will set an important precedent for the future of AI products for kids, and we need greater clarity about your plans and commitments to child safety.

One recent disturbing report from the U.S. PIRG Education Fund found that an AI-enabled teddy bear – using an AI model from OpenAI – discussed graphic sexual topics with a minor and described how to light a match in detail.² The same report also found that other AI toys use manipulative engagement tactics and mislead parents about how much their child was using the device. Experts have also expressed concern that AI products that act as “friends” or “companions” are an experiment that may derail healthy social development in children.³ Any product resulting from your collaboration must avoid these failures.

In light of this, I have introduced Senate Bill 867, which would place a 4-year moratorium on the sale and development of AI toys with AI chatbots embedded in them so there is time to develop and implement appropriate safeguards around this technology designed to so closely interact with children. To that end, it is important we

¹ <https://corporate.mattel.com/news/mattel-and-openai-announce-strategic-collaboration>

² <https://publicinterestnetwork.org/wp-content/uploads/2025/12/AI-Comes-to-Playtime-Artificial-companions-real-risks.pdf>

³ <https://time.com/7341181/ai-toys-kids-danger/>, <https://www.brookings.edu/articles/policy-guardrails-needed-as-babies-around-the-world-begin-to-interact-with-ai/>

have greater transparency about the capacity of AI-enabled products marketed to children. With that in mind, I would request you please respond to the following questions:

1. What specific age range will your first AI-enabled products be marketed towards? Will they be designed for users under 13?
2. If these products are for “families,” does this mean they will be for children and adults to use together? Please clarify.
3. What kinds of AI-enabled products are you considering or planning on releasing? (For instance, dolls, card games, or apps.)
4. Mr. Kreiz suggested in a recent interview that you are not planning on making an AI-enabled Barbie doll.⁴ Can you confirm this?
5. Will any of your AI products function as friends or companions?
6. What safety testing and other precautions will you take to ensure any AI system integrated into your product does not give harmful or inappropriate outputs?
7. When do you plan to release your first AI-enabled product? Will there be an opportunity for regulators to see it before it hits the market?

Thank you for your anticipated response.

Sincerely,



Stephen C. Padilla
California State Senator
18th District

Cc: Corinne Murat
Director, Government Affairs
Mattel, Inc.

Traci Lee
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Open AI

⁴ <https://www.facebook.com/BloombergTelevision/videos/mattel-ceo-on-the-toymakers-openai-partnership/2331225114007952/>