November 18, 2026

The Honorable Senator Roger Wicker
United States Senate
Washington, DC 20510

The Honorable Senator Ben Ray Luján
United States Senate
Washington, DC 20510

Dear Senators Wicker and Luján:

We, the undersigned organizations from across industries and countries, welcome your introduction of the Stealth Bot Prohibition Act in the United States Senate. We share a common interest in a trusted digital marketplace where innovation, creativity, and investment can thrive. That requires a basic standard of transparency: automated tools accessing websites should not be permitted to misrepresent themselves or mask their identities if they will harm those websites, including by scraping them for AI purposes.

Businesses, creators, and public interest institutions invest substantial resources in the content, services, and infrastructure that make the internet valuable. When bots disguise themselves for harmful purposes, including to obscure how they intend to use the material they collect, website operators lose the ability to make informed decisions about access to their own services and protect their IP. These practices can burden infrastructure, undermine business relationships, and weaken the economic foundation that supports original content and digital services.

Deceptive automated access also creates opportunities for foreign adversaries to collect and exploit intellectual property while concealing their involvement. Many malicious bots originate in China and other countries with hostile intent, and hijack devices in American homes to hide their identities and purpose. The inability to distinguish legitimate visitors from this covert automated collection leaves businesses and institutions less equipped to identify and respond to these foreign threats. Greater transparency would help address this vulnerability and strengthen trust in the digital environment.

The consequences reach well beyond any single industry or country. A local news publisher, an author, a scientific publisher, an artist, and an online business all have an interest in understanding who is accessing their work and for what purpose. Responsible technology companies also benefit from clear rules that prevent competitors from gaining an advantage through deception.

The “Stealth Bot Prohibition Act” advances a straightforward, common sense principle: deception should not be a business model. Its focus on undisclosed and deceptive automated access that causes harm would help website operators distinguish legitimate activity from practices that threaten their technical or commercial operations. Prohibiting masked and harmful bots is an essential first step toward meaningful accountability.

We also welcome the Senate version's exceptions protecting human users, journalists, researchers, and other good actors whose legitimate activities should not be unintentionally swept into the legislation. While the existing language would not interfere with good actors, these safeguards will help protect reporting, research, and access to information while addressing the deceptive conduct the bill is intended to stop.

We support innovation in artificial intelligence and other digital technologies. Sustainable innovation depends on trust, fair competition, and continued investment in the work and services on which those technologies rely. Transparency supports those goals by enabling informed decisions, responsible partnerships, and functioning markets.

Because automated access crosses borders, leadership in the United States can help advance a broader international expectation of transparency and accountability. Organizations of different sizes, sectors, and nationalities should be able to participate in the digital economy without being placed at a disadvantage by those who conceal their activities.

We commend your leadership in introducing the Stealth Bot Prohibition Act and urge your Senate colleagues to support its passage. We stand ready to work with you to advance these shared principles and protect the conditions that allow both innovation and original creation to flourish.

Sincerely,

Adams MultiMedia
Advance Local
Alabama Press Association
Allied Daily Newspapers of Washington
America's Newspapers
Arizona Media Association
Arkansas Press Association
Asociación Colombiana de Medios de Información (Colombia)
Asociación de Medios de Información (Spain)
Association of American Publishers
Association of Argentine Journalistic Entities (Argentina)
Authors Guild
Axel Springer US
Boston Globe Media
Brazilian Newspaper Association - ANJ (Brazil)
California News Publishers Association
Cape Gazette LTD
Capital Region Independent Media
Cashmere
Center for Media & Digital Governance at Open Markets Institute
CherryRoad Media

Colorado Press Association
Condé Nast
Connecticut Daily Newspaper Association
Country Press Australia (Australia)
Daily Caller
Daily Mail and General Trust
Deseret News
Dews Media Inc.
Digital Content Next
Emmerich Newspapers Inc.
European Magazine Media Association
European Newspaper Publishers' Association
European Policy Center
Evening Post Publishing
Florida Press Association
Georgia Press Association
Hawaii Publishers Association
Hearst
Hoosier State Press Association
Illinois Press Association
Independent Newsmedia Inc., USA
Inter American Press Association
Internet Licensing Collective
Iowa Newspaper Association
Jackson Hole News & Guide
Kansas Press Association
Kentucky Press Association
KeyCrew Media
Lee Enterprises
Los Angeles Times Communications LLC
Louisiana Press Association
Main Street Media of Tennessee
Maine Press Association
Massachusetts Newspaper Publishers Association
Matthew Scott Goldstein
McClatchy Media Company
MDDC Press Association
Mediavine
Michigan Press Association
Minnesota Newspaper Association
Miso.ai
Mississippi Press Association

Missouri Press Association
Montana Newspaper Association
National Association of Hispanic Publications
National Newspaper Association
National Press Photographers Association
Nebraska Press Association
Nevada Press Association
New England Newspaper & Press Association
New Jersey Press Association
New Mexico Press Association
New York News Publishers Association
New York Press Association
News Corp
News Media Association UK
News Media Canada
News Media Europe
News/Media Alliance
Newsday
Newsmax Media, Inc.
Newspapers of New England, Inc.
North Carolina Press Association
North Dakota Newspaper Association
Ohio News Media Association
Oklahoma Press Association
Oregon Newspaper Publishers Association
Pennsylvania NewsMedia Association
People Inc.
ProRata AI
Radio Television Digital News Association
Raptive
Rebuild Local News
Reddit
Richner Communications, Inc.
SAG-AFTRA
Santa Fe New Mexican
South Carolina Press Association
South Dakota NewsMedia Association
Tampa Bay Times
Taos News
Tennessee Press Association
Texas Press Association
The Atlantic Monthly Group

The Commercial Dispatch
The Daily Iowan
The Guardian
The Hernando Sun
The Las Cruces New Mexican
The Manchester Cricket
The Minnesota Star Tribune
The New York Times
The Philadelphia Inquirer
The Seattle Times
The SPUR Coalition
The Tech Oversight Project
The Washington Post
Tollbit
Trib Total Media
Trusted Media Brands
URL Media
USA TODAY Co.
Utah Press Association
Virginia Press Association
Vox Media
WAN-IFRA World Association of News Publishers
Wisconsin NewsMedia Association
Washington Newspaper Publishers Association
Wyoming Press Association
Yankee Publishing
Ziff Davis