



How U.S. States are Tackling Algorithmic Pricing: 2025 Bill Tracker

About the Project

As part of Duke University's Science and Technology Policy DukeEngage program, I spent this summer with the Consumer Reports Technology Policy team exploring how artificial intelligence (AI) is reshaping the consumer marketplace.

To make sense of these changes, we developed a state-level tracker of algorithmic pricing legislation considered in 2025. The tracker highlights key policy trends across three major pricing strategies: algorithmic price fixing, surveillance pricing, and dynamic pricing. Research was conducted using Politico Pro's Legislative Compass, using the following keyword searches: *algorithmic pricing, price setting, price fixing, surveillance pricing, personalized pricing, dynamic pricing, surge pricing, and electronic shelf labels*. Each bill was manually reviewed for relevance; a bill was included in the final dataset only if it referenced the use of AI, machine learning, or computational processes in pricing decisions. The tracker's cut-off date is July 1st 2025, marking the conclusion of the project. Bills focused exclusively on insurance pricing, emergency-related surge pricing for transportation network companies, or dynamic pricing for entertainment tickets within a single transaction window are excluded from its scope.

The tracker below organizes each bill by state, sponsor, stage in the legislative process, category, and pricing strategy. For more comprehensive analysis, see the [full report](#) with the tracker, along with a table of the bills containing the exact language of their prohibition clauses and key definitions from the bills.

Whether you're a policymaker, advocate, or curious consumer, we hope this resource helps you better navigate (and shape!) the future of fair and transparent pricing.

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Bill Tracker: State Pricing Algorithm Bills

Glossary of Terms	
Legislative Stage	Pricing Strategy
<ul style="list-style-type: none"> • Introduced: The bill has been formally introduced but has not yet entered committee review. • In Committee: The bill is under consideration by one or more committees in its chamber of origin. • In Cross Chamber: The bill has passed a vote in its chamber of origin and has moved to the opposite chamber (e.g., from the state House of Representatives to the state Senate). • In Cross Committee: The bill is now being reviewed by committees in the non-originating chamber. • Passed: The bill has been approved by both chambers of the state legislature. • Signed: The bill has been signed into law by the governor. 	<ul style="list-style-type: none"> • Surveillance Pricing: Customized prices for a consumer or group of consumers based on personal data such as behavior, biometrics, location, or other personal characteristics. • Dynamic Pricing: Real-time or near real-time adjustment of prices based on shifting factors like demand and time, often through algorithms or AI. It includes surge pricing, where prices increase sharply during periods of high demand. • Algorithmic Price Fixing: Use of software – often trained on nonpublic competitor data or used across multiple sellers in a market – to coordinate prices, effectively reducing market competition.

State	Stage	Sponsor	Bill	Category	Algorithmic Price Fixing	Surveillance Pricing	Dynamic Pricing
Arizona	Dead – Session Concluded	Representative De Los Santos	HB2847	Rental Housing	Prohibition		
California	In Cross Chamber	Assembly Member Ward	AB446	Commercial Items		Prohibition	
California	In Cross Committee	Senator Wahab	SB259	Online Device		Prohibition	
California	In Cross Committee	Senator Wahab	SB384	Commercial Items, Rental Housing	Prohibition		
California	In Cross Chamber	Assembly Member Aguiar-Curry	AB325	Commercial Items, Wage	Prohibition		
California	In Cross Committee	Senator Pérez	SB52	Rental Housing	Prohibition		
Colorado	Postpone Indefinitely	Representative Mabrey	HB1264	Good or Service, Wage		Prohibition	
Colorado	Vetoed by Governor	Representative Woodrow	HB1004	Rental Housing	Prohibition		

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Connecticut	Dead – Session Concluded	Labor and Public Employees Committee	SB1487	Transportation Network Companies			Disclosure
Connecticut	Dead – Session Concluded	Judiciary Committee	HB7209	Rental Housing	Prohibition		
Georgia	Dead – Session Concluded	Senator Merritt	SB164	Commercial Items, Wage		Prohibition	
Georgia	Dead – Session Concluded	Representative Sanchez	HB679	Rental Housing	Prohibition		
Hawaii	Dead – Session Concluded	Representative Grandinetti	HB465	Food sold or qualified to be sold in Supplemental Nutrition Assistance Program or Special Supplemental Foods Program for Women, Infants, and Children			Prohibition
Hawaii	Dead – Session Concluded	Representative Grandinetti	HB831	Rental Housing	Prohibition		
Hawaii	Dead – Session Concluded	Representative Grandinetti	HR171	Rental Housing	Investigation		
Idaho	Dead – Session Concluded	State Affairs Committee	H203	Commercial Items	Prohibition		
Illinois	Dead – Session Concluded	Senator Peters	SB2255	Commercial Items, Wage		Prohibition	
Illinois	Dead – Session Concluded	Senator Guzmán	SB1996	Rental Housing	Prohibition		
Illinois	Dead – Session Concluded	Representative Jiménez	HB1427	Rental Housing	Prohibition		

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Kentucky	Dead – Session Concluded	Representative Kulkarni	HB358	Rental Housing	Prohibition		
Maine	Ought Not to Pass Pursuant To Joint Rule 310	Representative Malon	HP1055	Eating Establishment, Grocery Store			Prohibition
Maine	Ought Not to Pass Pursuant To Joint Rule 310	Senator Daughtry	SP748	Grocery Stores			Prohibition during times of emergency; Disclosure otherwise
Maryland	Dead – Session Concluded	Senator Love	SB609	Rental Housing	Prohibition		
Massachusetts	In Committee	Joint Committee on Advanced Information Technology, the Internet and Cybersecurity	SB2515	Food Store and Food Department		Prohibition	
Massachusetts	In Cross Committee	Senator Crighton	SB2253	Transportation Network Companies			Disclosure
Massachusetts	In Cross Chamber	Senator Friedman	SB994	Rental Housing	Prohibition		
Massachusetts	In Cross Chamber	Representative Sabadosa	HB1564	Rental Housing	Prohibition		
Michigan	In Committee	Representative Rheingans	HB4538	Rental Housing	Prohibition		
Minnesota	Dead – Session Concluded	Senator Quade	SF3098	Commercial Items	Prohibition	Prohibition	Prohibition
Minnesota	Dead – Session Concluded	Representative Howard	HF1142	Rental Housing	Prohibition		
Nevada	No Further Action Taken	Senator Neal	SB199	Rental Housing	Prohibition		

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New Mexico	Action Postponed Indefinitely	Representative Silva	HB285	Grocery and Retail Stores		Prohibition	Disclosure
New Mexico	Action Postponed Indefinitely	Representative Romero	HB215	Rental Housing	Prohibition		
New York	Signed	Finance Committee	S3008	Commercial Items		Disclosure	
New York	Passed	Senator Hoylman-Sigal	S7882	Rental Housing	Prohibition		
New York	Dead – Session Concluded	Senator May	S7033	Commercial Items		Prohibition	
New York	Dead – Session Concluded	Assembly Member Santabarbara	A3437	Food Service Establishments			Prohibition
New York	Dead – Session Concluded	Assembly Member Solages	A3103	Chain Restaurants			Prohibition
New York	Dead – Session Concluded	Senator Hoylman-Sigal	S2697	Rental Housing	Prohibition		
New York	Dead – Session Concluded	Assembly Member Rosenthal	A3930	Rental Housing	Prohibition	Disclosure	
North Carolina	In Committee	Representative Longest	H970	Rental Housing	Prohibition		
Ohio	In Committee	Senator Blessing	SB79	Product or Service, Wage	Prohibition	Disclosure	
Pennsylvania	In Committee	Representative Howard	HB1533	Deployment of Artificial Intelligence System	Prohibition		
Pennsylvania	In Committee	Representative Krajewski	HB140	Rental Housing	Prohibition		
Rhode Island	Dead – Session Concluded	Representative Cotter	H5551	Consumer Commodity, Unit Pricing			Electronic shelf labels alone do not meet the requirements of price labelling law

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Texas	Dead – Session Concluded	Senator West	SB2567	Goods or Service	Disclosure	Disclosure	Disclosure
Texas	Dead – Session Concluded	Representative Talarico	HB2491	Rental Housing	Prohibition		
Vermont	In Committee	Representative Greer	H371	Electronic Shelf Labels, Retail Establishments			Moratorium, Prohibition
Vermont	In Committee	Representative Priestley	H389	Rental Housing	Prohibition		
Virginia	Dead – Session Concluded	Delegate Anthony	HB2047	Rental Housing	Prohibition		
Washington	Dead – Session Concluded	Senator Salomon	SB5469	Rental Housing	Prohibition		