



## 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"> <li><b>Introduced:</b> The bill has been formally introduced but has not yet entered committee review.</li> <li><b>In Committee:</b> The bill is under consideration by one or more committees in its chamber of origin.</li> <li><b>In Cross Chamber:</b> 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).</li> <li><b>In Cross Committee:</b> The bill is now being reviewed by committees in the non-originating chamber.</li> <li><b>Passed:</b> The bill has been approved by both chambers of the state legislature.</li> <li><b>Signed:</b> The bill has been signed into law by the governor.</li> </ul>	<ul style="list-style-type: none"> <li><b>Surveillance Pricing:</b> Customized prices for a consumer or group of consumers based on personal data such as behavior, biometrics, location, or other personal characteristics.</li> <li><b>Dynamic Pricing:</b> 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.</li> <li><b>Algorithmic Price Fixing:</b> Use of software – often trained on nonpublic competitor data or used across multiple sellers in a market – to coordinate prices, effectively reducing market competition.</li> </ul>

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

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Connecticut	Dead – Session Concluded	Labor and Public Employees Committee	<a href="#">SB1487</a>	Transportation Network Companies			Disclosure
Connecticut	Dead – Session Concluded	Judiciary Committee	<a href="#">HB7209</a>	Rental Housing	Prohibition		
Georgia	Dead – Session Concluded	Senator Merritt	<a href="#">SB164</a>	Commercial Items, Wage		Prohibition	
Georgia	Dead – Session Concluded	Representative Sanchez	<a href="#">HB679</a>	Rental Housing	Prohibition		
Hawaii	Dead – Session Concluded	Representative Grandinetti	<a href="#">HB465</a>	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	<a href="#">HB831</a>	Rental Housing	Prohibition		
Hawaii	Dead – Session Concluded	Representative Grandinetti	<a href="#">HR171</a>	Rental Housing	Investigation		
Idaho	Dead – Session Concluded	State Affairs Committee	<a href="#">H203</a>	Commercial Items	Prohibition		
Illinois	Dead – Session Concluded	Senator Peters	<a href="#">SB2255</a>	Commercial Items, Wage		Prohibition	
Illinois	Dead – Session Concluded	Senator Guzmán	<a href="#">SB1996</a>	Rental Housing	Prohibition		
Illinois	Dead – Session Concluded	Representative Jiménez	<a href="#">HB1427</a>	Rental Housing	Prohibition		

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

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New Mexico	Action Postponed Indefinitely	Representative Silva	<a href="#">HB285</a>	Grocery and Retail Stores		Prohibition	Disclosure
New Mexico	Action Postponed Indefinitely	Representative Romero	<a href="#">HB215</a>	Rental Housing	Prohibition		
New York	Signed	Finance Committee	<a href="#">S3008</a>	Commercial Items		Disclosure	
New York	Passed	Senator Hoylman-Sigal	<a href="#">S7882</a>	Rental Housing	Prohibition		
New York	Dead – Session Concluded	Senator May	<a href="#">S7033</a>	Commercial Items		Prohibition	
New York	Dead – Session Concluded	Assembly Member Santabarbara	<a href="#">A3437</a>	Food Service Establishments			Prohibition
New York	Dead – Session Concluded	Assembly Member Solages	<a href="#">A3103</a>	Chain Restaurants			Prohibition
New York	Dead – Session Concluded	Senator Hoylman-Sigal	<a href="#">S2697</a>	Rental Housing	Prohibition		
New York	Dead – Session Concluded	Assembly Member Rosenthal	<a href="#">A3930</a>	Rental Housing	Prohibition	Disclosure	
North Carolina	In Committee	Representative Longest	<a href="#">H970</a>	Rental Housing	Prohibition		
Ohio	In Committee	Senator Blessing	<a href="#">SB79</a>	Product or Service, Wage	Prohibition	Disclosure	
Pennsylvania	In Committee	Representative Howard	<a href="#">HB1533</a>	Deployment of Artificial Intelligence System	Prohibition		
Pennsylvania	In Committee	Representative Krajewski	<a href="#">HB140</a>	Rental Housing	Prohibition		
Rhode Island	Dead – Session Concluded	Representative Cotter	<a href="#">H5551</a>	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	<a href="#">SB2567</a>	Goods or Service	Disclosure	Disclosure	Disclosure
Texas	Dead – Session Concluded	Representative Talarico	<a href="#">HB2491</a>	Rental Housing	Prohibition		
Vermont	In Committee	Representative Greer	<a href="#">H371</a>	Electronic Shelf Labels, Retail Establishments			Moratorium, Prohibition
Vermont	In Committee	Representative Priestley	<a href="#">H389</a>	Rental Housing	Prohibition		
Virginia	Dead – Session Concluded	Delegate Anthony	<a href="#">HB2047</a>	Rental Housing	Prohibition		
Washington	Dead – Session Concluded	Senator Salomon	<a href="#">SB5469</a>	Rental Housing	Prohibition		