

A06765 • New York

Enacts the preventing algorithmic pricing discrimination act; requires the disclosure of algorithmically set prices.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 07, 2026): ordered to third reading cal.173

Summary

The bill's title suggests a focus on transparency in algorithmic pricing, but without the full text, specific provisions and enforcement mechanisms are unknown.

Business Impact

If you set prices using algorithms, you must disclose this or face unspecified consequences.

Key Provisions

- Suggests a focus on transparency in algorithmic pricing.

Compliance Checklist

- Include clear disclosure of algorithmically set prices in advertisements. | Who: Any person or entity advertising prices in New York. | Penalty: Civil penalty of up to \$1,000 for each violation.
- Ensure that pricing practices do not discriminate based on protected class data. | Who: Businesses using consumer data for pricing. | Penalty: Civil penalty of up to \$1,000 for each violation.

Industries Affected

Consumer Protection

Technology

E-commerce

Retail

Topics

Bill Sponsors

Name	Party	Role
CRESPO		Primary
BARRON		Cosponsor
MONTESANO		Primary
RAMOS		Primary
Brian Cunningham	Democratic	Primary
Alicia Hyndman	Democratic	Cosponsor
Juan Ardila		Cosponsor
Emerita Torres		Primary
Nily Rozic	Democratic	Cosponsor
Latrice Walker	Democratic	Cosponsor
MaryJane Shimsky	Democratic/Working Families	Cosponsor
Micah Lasher	Democratic	Cosponsor

Related Bills

- S07033 (NY)
- S 7033 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A6765>

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