

# HB1779 • Pennsylvania

In preliminary provisions, providing for algorithmic pricing transparency and fairness; and imposing duties on the Office of Attorney General and Bureau of Consumer Protection.

Introduced

Risk: Medium

Amendment

Last Action (Aug 04, 2025): Referred to Consumer Protection, Technology & Utilities

## Summary

HB1779 aims to amend Title 12 for algorithmic pricing transparency, imposing duties on the Attorney General and Consumer Protection Bureau.

## Business Impact

If you use algorithmic pricing, you must ensure transparency as per new regulations.

## Key Provisions

- Amends Title 12 for algorithmic pricing transparency
- Imposes duties on the Office of Attorney General
- Imposes duties on the Bureau of Consumer Protection

## Compliance Checklist

- Ensure algorithmic pricing practices are transparent and fair. | Who: Businesses using algorithmic pricing. | Penalty: Legal consequences for non-compliance.
- Monitor compliance with new transparency requirements. | Who: Office of Attorney General and Bureau of Consumer Protection. | Penalty: Potential legal actions against non-compliant businesses.

## Industries Affected

Finance

Technology

E-commerce

Retail

Consumer Protection

# Topics

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AI Transparency

Algorithmic Pricing

# Bill Sponsors

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Name	Party	Role
Barrar		Cosponsor
Deasy		Primary
Gillen		Cosponsor
Kavulich		Cosponsor
Matzie		Cosponsor
Freeman		Cosponsor
Kinsey		Cosponsor
Ravenstahl		Cosponsor
Readshaw		Cosponsor
Sims		Cosponsor
Solomon		Cosponsor
Mcneill		Cosponsor

# Official Source

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<https://www.palegis.us/legislation/bills/2025/hb1779>

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