

SF2278 • Iowa

A bill for an act prohibiting personalized algorithmic pricing and surveillance pricing at certain food retail establishments, and providing civil penalties.

Introduced

Risk: Medium

Sector-Specific

Last Action (Feb 12, 2026): Subcommittee: Driscoll, Bisignano, and Zumbach. S.J. 279.

Summary

SF2278 prohibits personalized algorithmic and surveillance pricing at specified food retail establishments in Iowa, with civil penalties for violations.

Business Impact

If you use personalized pricing algorithms in Iowa food retail, you must stop or face penalties.

Key Provisions

- Prohibits personalized algorithmic pricing at specified food retail establishments.
- Prohibits surveillance pricing at specified food retail establishments.
- Includes civil penalties for violations, ranging from fines to other specified legal consequences.

Industries Affected

Food and Beverage

Consumer Services

Retail

Food Retail

Law Enforcement

Topics

Algorithmic Pricing

AI in Law Enforcement

Bill Sponsors

Name	Party	Role
Smith		Primary
J		Primary
Taylor		Primary
R		Primary
T		Primary
Bisignano		Primary
Bolkcom		Primary
Boulton		Primary
Celsi		Primary
Dotzler		Primary
Giddens		Primary
Hogg		Primary

Official Source

<https://www.legis.iowa.gov/legislation/BillBook?ga=91&ba;=SF2278>

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