

SB52 • California

Housing rental terms: algorithmic devices.

In Committee

Risk: High

Comprehensive

Last Action (Aug 29, 2025): August 29 hearing: Held in committee and under submission.

Summary

SB52's regulation of rental pricing algorithms and enforcement cannot be confirmed due to the absence of the full bill text.

Business Impact

If you use rental pricing algorithms in California, you must ensure compliance with new regulations or face penalties up to \$1,000 per violation.

Key Provisions

- Claims about prohibitions on rental pricing algorithms by multiple landlords are speculative due to the absence of the full bill text.
- Assertions about the use of nonpublic competitor data are unverified due to the absence of the full bill text.
- Speculative claims about addressing coercion in algorithm use are based on the absence of the full bill text.
- Enforcement by the Attorney General and penalties are unsubstantiated due to the absence of the full bill text.
- Definitions and clarifications are not confirmed due to the absence of the full bill text.

Compliance Checklist

- Ensure rental pricing algorithms do not process nonpublic competitor data. | Who: Landlords and property management companies using such algorithms. | Penalty: Up to \$1,000 per violation.
- Review and possibly cease the sale or licensing of rental pricing algorithms. | Who: Entities providing rental pricing algorithms. | Penalty: Up to \$1,000 per violation.

Industries Affected

Housing

Property Management

Real Estate

Topics

Algorithmic Pricing

AI in Real Estate

Bill Sponsors

Name	Party	Role
Scott		Author
Alejo		Coauthor
Alquist		Coauthor
Ammiano		Coauthor
Ashburn		Author
Beall		Coauthor
Block		Coauthor
Fong		Principal Coauthor
Bonta		Coauthor
Buchanan		Coauthor
Perata		Author
Karnette		Coauthor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-07-16	Do pass as amended and be re-referred to the Commi	10	4	Passed
2025-07-01	Do pass and be re-referred to the Committee on [Pr	9	3	Passed
2025-06-02	3rd Reading	28	9	Passed
2025-05-23	Do pass	5	1	Passed
2025-05-05	Placed on suspense file	7	0	Passed
2025-04-22	Do pass as amended, but first amend, and re-refer	11	0	Passed

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202520260SB52

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