

# AB1190 • Wisconsin

Algorithmic pricing of essential consumer goods, granting rule-making authority, and providing a penalty.

Dead

Risk: Medium

Narrow/Targeted

Last Action (Mar 30, 2026): Senator Keyeski added as a cosponsor

## Summary

AB1190 proposes creating statute 100.309 to regulate algorithmic pricing of essential goods in Wisconsin, with rule-making authority for the Department of Agriculture, Trade and Consumer Protection.

## Business Impact

If you use AI for pricing essential goods, monitor legislative changes for compliance requirements.

## Key Provisions

- Creation of statute 100.309 regarding algorithmic pricing of essential goods.
- Rule-making authority granted to the Department of Agriculture, Trade and Consumer Protection.
- Verification needed to confirm if essential consumer goods are defined.
- Verification needed to determine if specific penalties for non-compliance are included.

## Compliance Checklist

- Ensure pricing algorithms comply with new regulations | Who: Businesses using algorithms for pricing | Penalty: To be determined by the state agency's rules

## Industries Affected

Technology

Retail

Consumer Protection

E-commerce

# Topics

Algorithmic Pricing

# Bill Sponsors

Name	Party	Role
Anderson		Primary
Hong		Primary
Moore Omokunde		Primary
Cabrera		Primary
Conley		Primary
Hebl		Primary
Sinicki		Primary
Shelton		Primary
Spreitzer		Primary
Considine		Primary
Subeck		Primary
McGuire		Primary

# Related Bills

- SB1140 (WI)

# Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/asm/bill/ab1190>

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