

# SB1140 • Wisconsin

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

Dead

Risk: Medium

Sector-Specific

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

## Summary

This bill regulates algorithmic pricing of essential consumer goods in Wisconsin, establishes penalties for violations, and grants rule-making authority, pending full text verification.

## Business Impact

If you use algorithmic pricing for essential goods in Wisconsin, you must comply with new regulations or face penalties.

## Key Provisions

- Regulates algorithmic pricing of essential consumer goods.
- Grants rule-making authority, pending confirmation.
- Establishes penalties for violations.
- Enforcement details pending confirmation.

## Compliance Checklist

- Ensure compliance with algorithmic pricing regulations | Who: Businesses using algorithmic pricing for essential goods | Penalty: Penalties for non-compliance as determined by regulatory authorities

## Industries Affected

E-commerce

Consumer Protection

Retail

## Topics

Algorithmic Pricing

## Bill Sponsors

Name	Party	Role
Smith		Primary
Carpenter		Primary
Dassler-Alfheim		Primary
Ratcliff		Primary

## Related Bills

- AB1190 (WI)

## Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/sen/bill/sb1140>

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