

HB4248 • Illinois

ALGORITHMIC PRICE TRANSPARENCY

In Committee

Risk: High

Comprehensive

Effective: Jan 01, 2026 | Last Action (May 22, 2026): Referred to Assignments

Summary

The Algorithmic Pricing Prohibition Act prohibits surveillance pricing based on personal data in Illinois and preempts home rule.

Business Impact

If you sell consumer goods in Illinois, you must stop using personal data for pricing by the time this law takes effect or face \$50,000 fines per violation.

Key Provisions

- Prohibits surveillance pricing based on personal data.
- Exempts certain price changes and algorithmic models not using personal data.
- Empowers the Attorney General to enforce the Act, impose penalties, and recover costs.
- Preempts home rule, preventing conflicting local regulations.
- Does not limit any federal or State law.

Compliance Checklist

- Cease surveillance pricing practices using personal data. | Who: Covered entities selling consumer goods or services. | Penalty: \$50,000 for each violation.
- Review pricing strategies for compliance with exceptions outlined in the Act. | Who: Covered entities. | Penalty: Potential civil penalties for non-compliance.

Industries Affected

Technology

Retail

Consumer Protection

Consumer Services

Finance

E-commerce

Law Enforcement

Topics

AI in Insurance

AI Transparency

AI Privacy

Algorithmic Pricing

AI in Law
Enforcement

Bill Sponsors

Name	Party	Role
Maura Hirschauer	D	Sponsor
Kambium Buckner	D	Sponsor
Jennifer Gong-Gershowitz	D	Sponsor
Edgar Gonzalez	D	Sponsor
Michael Crawford	D	Sponsor
Suzanne Ness	D	Sponsor
Robyn Gabel	D	Sponsor
Michelle Mussman	D	Sponsor
Nicolle Grasse	D	Sponsor
Martha Deuter	D	Sponsor
Jaime Andrade	D	Sponsor
Joyce Mason	D	Sponsor

Amendments

- House Amendment 001 — 2026-03-24 (Not Adopted)
- House Amendment 002 — 2026-05-20 (Not Adopted)
- House Amendment 003 — 2026-05-21 (Not Adopted)

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=4248&GAID;=18&DocTypeID;=HB&SessionID;=114&GA;=104>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.