

# HB5323 • Illinois

## ALGORITHMIC PRICING DISCLOSURE

Introduced

Risk: High

Comprehensive

Last Action (Mar 27, 2026): Rule 19(a) / Re-referred to Rules Committee

### Summary

IL HB5323 requires disclosure of algorithmic pricing, with exceptions set forth and a conforming change to the Consumer Fraud Act.

### Business Impact

If you set prices using algorithms in Illinois, you must disclose that the price is based on personal data or face penalties.

### Key Provisions

- Entities must disclose when prices are set using personalized algorithmic pricing, with exceptions set forth.
- The exact wording for the disclosure is not detailed in the bill description.
- The bill's description mentions a conforming change to the Consumer Fraud and Deceptive Business Practices Act, and a violation constitutes an unlawful practice under this Act.
- The Act takes effect immediately upon becoming law.

### Compliance Checklist

- Provide clear disclosure of algorithmic pricing based on personal data. | Who: Any entity using personalized algorithmic pricing. | Penalty: Classified as an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act.

### Industries Affected

Technology

Consumer Protection

E-commerce

Financial Services

Retail

# Topics

Algorithmic Pricing

## Bill Sponsors

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Eva Dina Delgado		Primary
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Kimberly A. Lightford	Democratic	Cosponsor
Terry Link		Cosponsor
John M. Sullivan		Cosponsor

## Related Bills

- HB4717 (IL)
- HB4544 (IL)

## Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=5323&GAID;=18&DocTypeID;=HB&SessionID;=114&GA;=104>

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