

# HB1468 • Tennessee

AN ACT to amend Tennessee Code Annotated, Title 29; Title 45; Title 47 and Title 66, relative to algorithmic pricing.

Introduced

Risk: Medium

Amendment

Last Action (Mar 18, 2026): Sponsor(s) withdrawn.

## Summary

HB1468 amends TCA Title 29; Title 45; Title 47 and Title 66, prohibiting personalized algorithmic pricing by specified entities, without detailing exceptions or defenses.

## Business Impact

If you set prices using AI algorithms in Tennessee, you must stop personalized pricing practices to avoid being penalized under consumer protection laws.

## Key Provisions

- Prohibits specified entities from setting prices using personalized algorithmic pricing.
- Classifies violations as unfair or deceptive acts under the Tennessee Consumer Protection Act of 1977.
- Amends TCA Title 29; Title 45; Title 47 and Title 66.

## Compliance Checklist

- Cease the use of personalized algorithmic pricing. | Who: All entities setting prices for goods and services. | Penalty: Considered an unfair trade practice under consumer protection laws.

## Industries Affected

E-commerce

Technology

Consumer Protection

Retail

## Topics

## Bill Sponsors

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Name	Party	Role
Briggs		Primary
Staples		Primary
Hurt		Primary
Niceley		Primary
Vaughan		Primary
Bailey		Primary
Towns		Primary
Clemmons		Primary

## Related Bills

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- SB1807 (TN)

## Official Source

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<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=HB1468&ga;=114>

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