

## ALGORITHMIC PRICING DISCLOSURE

Introduced

Risk: High

Comprehensive

Last Action (Feb 06, 2026): Referred to Rules Committee

### Summary

This bill mandates disclosures for algorithmic pricing, requiring details on consumer data, pricing criteria, and exceptions. It includes penalties for violations. Effective immediately.

### 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 using personalized algorithmic pricing must provide a specified disclosure when advertising, promoting, labeling, or publishing statements.
- Disclosure must be clear and conspicuous, easily noticeable and understandable, and include details on consumer data used and pricing criteria.
- Exceptions include instances where pricing is not based on consumer data or where disclosure would violate other laws.
- Violations are considered unlawful practices under the Consumer Fraud and Deceptive Business Practices Act, subject to penalties.
- The bill amends the Consumer Fraud and Deceptive Business Practices Act with a conforming change.
- Effective immediately upon becoming law.

### Compliance Checklist

- Include a clear disclosure stating the price was set by an algorithm using personal data. | Who: Any entity setting prices using personalized algorithmic pricing. | Penalty: Considered an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act.

## Industries Affected

Technology

E-commerce

Retail

Financial Services

Consumer  
Protection

## Topics

Algorithmic Pricing

## Bill Sponsors

Name	Party	Role
Natalie Phelps Finnie		Primary
Jim Durkin		Primary
Kelly M. Cassidy	Democratic	Primary
Daniel V. Beiser		Primary
Roger L. Eddy		Primary
Jack D. Franks		Primary
Randall M. Hultgren		Primary
Richard P. Myers		Primary
MADIGAN,MJ		Cosponsor
CURRIE		Cosponsor
HAMOS		Cosponsor
LINDNER		Cosponsor

## Related Bills

- HB5323 (IL)
- HB4544 (IL)

## Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=4717&GAID;=18&DocTypeID;=HB&SessionID;=114&GA;=104>

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