

# S3732 • New Jersey

Prohibits certain businesses from using dynamic, surveillance, or personalized algorithmic pricing when selling groceries to consumers.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Mar 05, 2026): Introduced in the Senate, Referred to Senate Commerce Committee

## Summary

Bill S3732 prohibits certain businesses from using dynamic, surveillance, or personalized algorithmic pricing for groceries in New Jersey. Specifics await full text review.

## Business Impact

If you use algorithmic pricing for groceries, you must stop or face unspecified consequences.

## Key Provisions

- Prohibits dynamic, surveillance, or personalized algorithmic pricing for groceries. Details on affected businesses, exceptions, and penalties pending full text review.

## Compliance Checklist

- Cease use of dynamic, surveillance, or personalized algorithmic pricing. | Who: Retail food stores and third-party grocery delivery platforms. | Penalty: Up to \$10,000 for first offense; \$20,000 for subsequent offenses.
- Implement training for staff on compliance with pricing regulations. | Who: Retail food stores and third-party grocery delivery platforms. | Penalty: Potential penalties under the Consumer Fraud Act.

## Industries Affected

Law  
Enforcement

Retail Grocery

E-commerce

Grocery Retail

Technology

Consumer  
Protection

# Topics

Algorithmic Pricing

AI in Law Enforcement

# Bill Sponsors

Name	Party	Role
Greenstein, Linda R.		Primary
Singleton, Troy	Democratic	Primary
Codey, Richard J.		Cosponsor
Diegnan, Patrick J.		Cosponsor
Cunningham, Sandra B.		Cosponsor
Gopal, Vin	Democratic	Cosponsor
Stack, Brian P.		Cosponsor
Zwicker, Andrew	Democratic	Primary
Freiman, Roy	Democratic	Primary
Moriarty, Paul D.		Primary
Swain, Lisa	Democratic	Primary
Mukherji, Raj	Democratic	Primary

# Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S3732>

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