

SB1807 • 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 (Apr 07, 2026): Assigned to General Subcommittee of Senate Commerce and Labor Committee

Summary

SB1807 prohibits personalized algorithmic pricing for goods and services by all entities, classifying violations as unfair or deceptive acts under Tennessee law.

Business Impact

If you use algorithmic pricing in Tennessee, you must stop using personalized pricing methods to avoid being penalized under consumer protection laws.

Key Provisions

- Prohibits personalized algorithmic pricing for goods and services by all entities.
- Designates violations as unfair or deceptive acts under the Tennessee Consumer Protection Act.
- Amends TCA Title 29; Title 45; Title 47; Title 66.

Compliance Checklist

- Cease the use of personalized algorithmic pricing methods. | Who: All businesses utilizing algorithmic pricing in Tennessee. | Penalty: Classified as unfair trade practices under consumer protection laws.

Industries Affected

E-commerce

Service Providers

Consumer Protection

Retail

Topics

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Hicks		Primary
Ketron		Primary
Kyle		Primary
Johnson G		Primary
White		Primary
Ogles		Primary
Campbell		Primary
Bailey		Primary

Related Bills

- HB1468 (TN)

Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=SB1807&ga;=114>

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