

A4685 • New Jersey

Prohibits use and sale of algorithmic devices that set sale price of goods or services.

Introduced

Risk: High

Comprehensive

Effective: Oct 01, 2026 | Last Action (Mar 16, 2026): Introduced, Referred to Assembly Consumer Affairs Committee

Summary

Assembly Bill A4685 prohibits the use and sale of algorithmic pricing devices in New Jersey. Applicability, exceptions, and penalties require full bill text verification.

Business Impact

If you use algorithmic pricing devices, you must cease by the effective date or face penalties.

Key Provisions

- Prohibits use and sale of algorithmic devices for pricing.
- Full bill text needed to confirm applicability to individuals and businesses.
- Specific details on exceptions and penalties require verification.
- Definitions and enforcement mechanisms need confirmation from the full bill text.

Compliance Checklist

- Cease use of algorithmic devices for pricing based on consumer data | Who: Business entities operating in New Jersey | Penalty: Up to \$1,000 per violation
- Review and update pricing strategies to comply with the bill | Who: Business entities using algorithmic pricing | Penalty: Potential civil action by the Attorney General

Industries Affected

E-commerce

Retail

Consumer Protection

Technology

Topics

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Schaer, Gary S.		Primary
Zwicker, Andrew	Democratic	Primary
Vainieri Huttle, Valerie		Primary
Speight, Shanique	Democratic	Primary
Pinkin, Nancy J.		Primary
Munoz, Nancy F.		Primary
Tucker, Cleopatra G.		Cosponsor
Benson, Daniel R.		Cosponsor
McKnight, Angela V.		Cosponsor
Murphy, Carol A.		Cosponsor
Quijano, Annette	Democratic	Primary
Verrelli, Anthony S.		Primary

Official Source

<https://www.njleg.state.nj.us/bill-search/2026/A4685>

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