

SB2567 • Texas

Relating to the deceptive trade practice of failure to disclose information regarding the use of artificial intelligence system or algorithmic pricing systems for setting of price.

Introduced

Risk: Medium

Comprehensive

Effective: Sep 01, 2025 | Last Action (Apr 03, 2025): Referred to Business & Commerce

Summary

This bill addresses deceptive trade practices related to AI and algorithmic pricing but does not mandate specific disclosures.

Business Impact

If you use AI or algorithmic pricing in Texas, you must disclose this information to consumers or face potential legal penalties.

Key Provisions

- Addresses deceptive trade practices related to AI and algorithmic pricing.
- Focuses on transparency in pricing.
- Aims to protect consumers from misleading pricing strategies.

Compliance Checklist

- Disclose the use of AI or algorithmic pricing systems in pricing strategies. | Who: Businesses using AI for pricing. | Penalty: Potential legal penalties for non-compliance.

Industries Affected

Financial Services

E-commerce

General

Technology

Finance

Retail

Topics

AI Transparency

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
West		Primary

Official Source

<https://capitol.texas.gov/BillLookup/History.aspx?LegSess=89R&Bill;=SB2567>

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