

A09152 • New York

Prohibits the use of any automated or algorithm-driven process by which the price charged for an essential good or service is adjusted on a real-time basis substantially in reference to any non-cost-based factor.

Introduced

Risk: Medium

Comprehensive

Effective: Jan 15, 2026 | Last Action (Jan 07, 2026): referred to consumer affairs and protection

Summary

Bill A09152 prohibits dynamic pricing of essential goods based on non-cost factors in New York.

Business Impact

If you sell essential goods in NY, you must avoid dynamic pricing based on non-cost factors or face penalties.

Key Provisions

- Prohibits dynamic pricing for essential goods based on non-cost factors.

Compliance Checklist

- Cease using dynamic pricing based on non-cost factors | Who: Sellers of essential goods and services in New York | Penalty: Up to \$25,000 per violation or three times gross receipts
- Review pricing strategies to ensure compliance | Who: Business operators selling essential goods | Penalty: Potential civil penalties for non-compliance

Industries Affected

General

Retail

Healthcare

E-commerce

Topics

Bill Sponsors

Name	Party	Role
STERN		Primary
GLICK		Primary
FAHY		Cosponsor
SIMON		Cosponsor
RAJKUMAR		Cosponsor
OTIS		Cosponsor
GIBBS		Cosponsor
BARNWELL		Cosponsor
SEAWRIGHT		Cosponsor
GOTTFRIED		Cosponsor
THIELE		Cosponsor
GONZALEZ-ROJAS		Cosponsor

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A9152>

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