

S 8616 • New York

Establishes the "protecting consumers and jobs from discriminatory pricing act"

In Committee

Risk: Medium

Sector-Specific

Last Action (Jan 07, 2026): REFERRED TO CONSUMER PROTECTION

Summary

This bill, applicable to New York state, prohibits digital shelf display technology, electronic shelving labels, and personalized algorithmic pricing in food and drug retail, providing for civil penalties, injunctive relief, and private rights of action.

Business Impact

If you operate in food and drug retail, you must cease using personalized algorithmic pricing by the bill's enactment date or face civil penalties.

Key Provisions

- Prohibits digital shelf display technology and electronic shelving labels in food and drug retail establishments in New York state.
- Bans personalized algorithmic pricing practices.
- Allows for civil penalties against violators.
- Provides a private right of action for consumers.
- Enables injunctive relief for affected parties.

Compliance Checklist

- Cease use of electronic shelving labels and algorithmic pricing. | Who: Food and drug retail establishments. | Penalty: Civil penalties and potential lawsuits.

Industries Affected

Technology

Consumer Protection

Topics

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Michael Gianaris		Primary
Rachel May		Cosponsor
Jabari Brisport		Cosponsor
Samra Brouk		Cosponsor
Cordell Cleare		Cosponsor
Patricia Fahy		Cosponsor
Kristen Gonzalez		Cosponsor
Pete Harckham		Cosponsor
Michelle Hinchey		Cosponsor
Robert Jackson		Cosponsor
Liz Krueger		Cosponsor
John Liu		Cosponsor

Related Bills

- A 9396 (NY)
- S08616 (NY)
- A09396 (NY)

Official Source

<https://openstates.org/ny/bills/2025-2026/S8616/>

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