

A 9349 • New York

Prohibits the use of algorithmically set prices and requires the disclosure of automated pricing systems

Introduced

Risk: Medium

Narrow/Targeted

Last Action (May 06, 2026): PRINT NUMBER 9349A

Summary

NY A 9349: Prohibits surveillance pricing, requires disclosure of pricing systems, and includes exceptions.

Business Impact

If you operate in New York and use algorithmically set prices, you must disclose your automated pricing systems by the effective date or face penalties.

Key Provisions

- Prohibits the use of surveillance pricing.
- Requires disclosure of automated pricing systems.
- Includes exceptions for pricing systems not using surveillance pricing.
- Prohibits data use for surveillance pricing.
- Enforcement by the attorney general.

Compliance Checklist

- Cease the use of algorithmically set prices. | Who: Businesses utilizing automated pricing systems. | Penalty: Potential legal action from individuals or entities.
- Disclose automated pricing systems. | Who: Businesses affected by the bill. | Penalty: Potential legal action for non-disclosure.

Industries Affected

Law Enforcement

Technology

Consumer Protection

Topics

AI Transparency

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Emerita Torres		Primary
MaryJane Shimsky		Cosponsor
Jessica Gonzalez-Rojas		Cosponsor
Karines Reyes		Cosponsor
Deborah Glick		Cosponsor
Dana Levenberg		Cosponsor
Yudelka Tapia		Cosponsor
Stefani Zinerman		Cosponsor
Kwani O'Pharrow		Cosponsor
Jo Anne Simon		Cosponsor
Micah Lasher		Cosponsor
Angelo Santabarbara		Cosponsor

Related Bills

- S08623 (NY)
- S 8623 (NY)
- A09349 (NY)

Official Source

<https://openstates.org/ny/bills/2025-2026/A9349/>

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