

A 9396 • 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 AFFAIRS AND PROTECTION

Summary

This bill prohibits electronic shelving labels and personalized algorithmic pricing in food and drug retail, allowing for civil penalties and a private right of action.

Business Impact

If you operate a food or drug retail establishment in New York, you must stop using personalized algorithmic pricing to avoid civil penalties.

Key Provisions

- Prohibits electronic shelving labels in retail establishments.
- Bans personalized algorithmic pricing in food and drug retail.
- Allows for injunctive relief and civil penalties for violations.
- Provides a private right of action.

Compliance Checklist

- Cease use of personalized algorithmic pricing | Who: Food and drug retail establishments | Penalty: Civil penalties for non-compliance
- Remove electronic shelving labels | Who: Food and drug retail establishments | Penalty: Civil penalties for non-compliance

Industries Affected

Technology

Consumer Protection

Topics

Algorithmic Pricing

Bill Sponsors

Name	Party	Role
Michaëlle C. Solages		Primary
Stefani Zinerman		Cosponsor
Robert C. Carroll		Cosponsor
Micah Lasher		Cosponsor
Maritza Davila		Cosponsor
Harry B. Bronson		Cosponsor
Phara Souffrant Forrest		Cosponsor
Alex Bores		Cosponsor
Catalina Cruz		Cosponsor
Jeffrey Dinowitz		Cosponsor
Emily Gallagher		Cosponsor
Steven Raga		Cosponsor

Related Bills

- S 8616 (NY)
- S08616 (NY)
- A09396 (NY)

Official Source

<https://openstates.org/ny/bills/2025-2026/A9396/>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.