

SB384 • California

Preventing Algorithmic Price Fixing Act: prohibition on certain price-setting algorithm uses.

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Aug 29, 2025): August 29 hearing: Held in committee and under submission.

Summary

Prohibits specific algorithmic price-setting practices to prevent price fixing, detailing enforcement measures and exceptions.

Business Impact

If you use algorithms for pricing in California, you must comply with new rules or face penalties.

Key Provisions

- Prohibits collusive algorithmic coordination and price signaling.
- Applies to businesses using price-setting algorithms with exceptions for consumer welfare.
- Enforcement measures include potential fines.
- Defines key terms such as 'algorithmic price setting' and 'collusion'.

Compliance Checklist

- Review and adjust algorithmic pricing strategies | Who: Businesses using price-setting algorithms | Penalty: Potential penalties for non-compliance

Industries Affected

Retail

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Morrell		Author
Mitchell		Coauthor
Soto		Author
Burton		Author
Anderson		Author
Benoit		Author
Gaines		Author
Alpert		Author
Craven		Author
Haynes		Author
Russell		Author
Bill Berryhill		Coauthor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-07-16	Do pass as amended and be re-referred to the Commi	9	4	Passed
2025-07-01	Do pass and be re-referred to the Committee on [Pr	9	2	Passed
2025-06-03	3rd Reading	28	10	Passed
2025-05-23	Do pass	5	1	Passed
2025-05-05	Placed on suspense file	7	0	Passed
2025-04-22	Do pass as amended, but first amend, and re-refer	11	2	Passed

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202520260SB384

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