

# SF3098 • Minnesota

## Prohibition from using artificial intelligence to dynamically set product prices

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Mar 18, 2026): Comm report: Amended, No recommendation, re-referred to Commerce and Consumer Protection

## Summary

SF3098 aims to prohibit AI in dynamic pricing in Minnesota, based on the bill's title and description. Full analysis awaits the complete bill text.

## Business Impact

If you use AI for pricing, you must stop or face unspecified consequences.

## Key Provisions

- Prohibition on using AI for dynamic pricing; a complete analysis awaits the full bill text to confirm definitions and exceptions.

## Compliance Checklist

- Cease the use of AI for dynamic pricing. | Who: All retailers and e-commerce businesses in Minnesota. | Penalty: Not specified.

## Industries Affected

E-commerce

General

Technology

Retail

## Bill Sponsors

Name	Party	Role
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Frentz		Primary
Draheim		Cosponsor
Rosen		Cosponsor
Jensen		Cosponsor
Anderson, P.		Cosponsor
Hoffman		Cosponsor
Miller		Cosponsor
Murphy		Primary
Housley		Primary
Maye Quade		Primary
Boldon		Cosponsor
Fateh		Cosponsor

## Official Source

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<https://www.revisor.mn.gov/bills/94/2025/0/SF/3098/>

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