

HF2469 • Iowa

A bill for an act prohibiting the use of an automated decision-making system to alter the price of a product or service for a specific individual based on surveillance data, and providing civil penalties.

Introduced

Risk: High

Narrow/Targeted

Last Action (Feb 16, 2026): Introduced, referred to Commerce. H.J. 294.

Summary

This bill prohibits altering product or service prices for individuals using automated decision-making systems based on surveillance data, with civil penalties for non-compliance.

Business Impact

If you use AI to price products or services, you must ensure compliance with HF2469 by [date] or face civil penalties.

Key Provisions

- Prohibits altering prices based on surveillance data using automated decision-making systems.
- Provides civil penalties for non-compliance. Specific details on penalties are unavailable without the full bill text.

Compliance Checklist

- Cease using automated decision-making systems for price alterations based on surveillance data. | Who: Businesses using AI for pricing. | Penalty: Civil penalties up to \$40,000 per violation.
- Review pricing strategies to ensure compliance with exceptions outlined in the bill. | Who: Compliance officers and legal teams in affected businesses. | Penalty: Potential civil action for non-compliance.

Industries Affected

Topics

Automated Decision-Making

Bill Sponsors

Name	Party	Role
Gassman		Primary
COMMITTEE ON STATE GOVERNMENT		Primary
KURTH		Primary
AMOS JR.		Primary
CAHILL		Primary
CROKEN		Primary
WILBURN		Primary
ABDUL-SAMAD		Primary
MADISON		Primary
McBURNEY		Primary

Related Bills

- HF 2469 (IA)

Official Source

<https://www.legis.iowa.gov/legislation/BillBook?ga=91&ba;=HF2469>

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