

SB164 • Georgia

Trade Practices; surveillance based price discrimination and surveillance based wage discrimination; prohibit

Introduced

Risk: Medium

Comprehensive

Last Action (Feb 13, 2025): Senate Read and Referred

Summary

This bill prohibits surveillance-based price and wage discrimination, with exceptions, and establishes definitions, penalties, and enforcement mechanisms.

Business Impact

If you use surveillance for pricing or wages in Georgia, you must ensure compliance with anti-discrimination provisions or face penalties.

Key Provisions

- Prohibits surveillance-based price discrimination, with exceptions.
- Prohibits surveillance-based wage discrimination, with exceptions.
- Establishes definitions for key terms related to surveillance and discrimination.
- Provides for civil penalties and enforcement mechanisms, with specified amounts.
- Designates the Georgia Department of Commerce for rule-making and promulgation of regulations.
- Repeals conflicting laws.

Compliance Checklist

- Ensure pricing strategies do not rely on surveillance-based discrimination. | Who: Businesses using surveillance for pricing. | Penalty: Civil penalties for non-compliance.
- Review wage determination processes for compliance with anti-discrimination provisions. | Who: Employers using surveillance in wage decisions. | Penalty: Civil penalties for non-compliance.

Industries Affected

Law Enforcement

Human Resources

Retail

Technology

Topics

AI in Law Enforcement

Bill Sponsors

Name	Party	Role
Fran Millar		Primary
Chuck Hufstetler	Republican	Primary
John Albers	Republican	Primary
David Shafer		Primary
Michael Williams		Primary
Bill Cowsert	Republican	Primary
Frank Ginn	Republican	Primary
Brandon Beach		Primary
Bruce Thompson		Primary
Randy Robertson	Republican	Primary
Steve Gooch	Republican	Primary
Kay Kirkpatrick	Republican	Primary

Official Source

<https://www.legis.ga.gov/legislation/70304>

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