

SB362 • Louisiana

Provides that surveillance-based price discrimination is an unfair or deceptive trade practice or act. (8/1/26)

Introduced

Risk: Medium

Narrow/Targeted

Effective: Aug 01, 2026 | Last Action (Mar 09, 2026): Introduced in the Senate; read by title. Rules suspended. Read second time and referred to the Committee on Commerce, Consumer Protection and International Affairs.

Summary

SB362 prohibits surveillance-based price discrimination, effective August 1, 2026. Enforcement mechanisms or penalties, if any, are not covered due to the lack of full bill text.

Business Impact

If you use AI for pricing strategies, you must ensure compliance with anti-discrimination practices by August 1, 2026, or face legal penalties.

Key Provisions

- Prohibits surveillance-based price discrimination.
- Classifies such practices as unfair or deceptive trade practices.
- Effective date set for August 1, 2026.
- This analysis is based on limited information; review the full bill text when available to confirm additional provisions, including enforcement mechanisms or penalties.

Compliance Checklist

- Review pricing strategies to eliminate surveillance-based discrimination. | Who: Businesses utilizing consumer data for pricing. | Penalty: Potential legal challenges for unfair trade practices.

Industries Affected

E-commerce

Consumer Protection

Law Enforcement

Retail

Services

Topics

AI in Law Enforcement

Bill Sponsors

Name	Party	Role
Rick Ward, III		Primary
Beth Mizell	Republican	Primary
Cleo Fields		Primary
Heather Cloud	Republican	Primary
Royce Duplessis	Democratic	Primary

Official Source

<https://www.legis.la.gov/legis/BillInfo.aspx?s=26rs&b;=SB362&sbi;=y>

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