

HB4985 • Illinois

SURVEILLANCE-BASED PRICING

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 27, 2026): Rule 19(a) / Re-referred to Rules Committee

Summary

HB4985 aims to regulate the use of surveillance data in pricing systems, with enforcement by the Attorney General. The bill includes penalties and private legal actions.

Business Impact

If you use surveillance data for pricing, you must stop or face legal action.

Key Provisions

- Regulation of surveillance-based price discrimination
- Enforcement by the Attorney General
- Private right of action for aggrieved individuals
- Penalties included

Compliance Checklist

- Cease using surveillance data for pricing decisions | Who: Businesses utilizing automated pricing systems | Penalty: Civil penalty up to \$10,000 per violation
- Review pricing strategies for compliance with exemptions | Who: Insurers and credit entities | Penalty: Civil penalty and potential damages in private actions

Industries Affected

Consumer Protection

Financial Services

Law Enforcement

Insurance

Retail

Technology

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Kelly M. Cassidy	Democratic	Primary
Aaron M. Ortiz		Primary
Thomas Morrison		Primary
Jim Durkin		Primary
Sara Feigenholtz	Democratic	Primary
Thomas Holbrook		Primary
Renée Kosel		Primary
Daniel V. Beiser		Primary
Harry Osterman		Primary
JONES,LOU		Cosponsor
HOWARD		Cosponsor
JONES,SHIRLEY		Cosponsor

Related Bills

- SB2255 (IL)

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=4985&GAID;=18&DocTypeID;=HB&SessionID;=114&GA;=104>

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