

# HF 2469 • 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.

Unknown

Risk: Medium

Narrow/Targeted

## Summary

This bill prohibits altering prices for individuals based on surveillance data using automated decision-making systems. The full scope and specifics are not detailed in the title.

## Business Impact

If you use automated pricing systems based on surveillance data in Iowa, you must stop this practice or face civil penalties.

## Key Provisions

- Prohibits altering prices based on surveillance data using automated decision-making systems.
- Imposes civil penalties for non-compliance, with specifics not detailed in the title.
- The full scope regarding types of products, services, or surveillance data, as well as definitions and potential exceptions, are not detailed in the title.

## Compliance Checklist

- Cease using automated pricing systems based on surveillance data. | Who: Businesses employing automated decision-making in pricing. | Penalty: Civil penalties for non-compliance.

## Industries Affected

Retail

E-commerce

## Topics

## Related Bills

- HF2469 (IA)

## Official Source

<https://openstates.org/ia/bills/2025-2026/HF2469/>

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