

S 8623 • New York

Prohibits the use of algorithmically set prices and requires the disclosure of automated pricing systems

Passed One Chamber

Risk: Medium

Narrow/Targeted

Last Action (May 04, 2026): ADVANCED TO THIRD READING

Summary

This bill regulates algorithmically set prices, requiring disclosure of automated pricing systems in New York and creating a private cause of action for violations.

Business Impact

If you use automated pricing systems in New York, you must disclose these systems or face legal action.

Key Provisions

- Regulates the use of algorithmically set prices.
- Requires disclosure of automated pricing systems.
- Creates a private cause of action for violations.

Compliance Checklist

- Disclose automated pricing systems used. | Who: Businesses utilizing algorithmically set prices. | Penalty: Legal action for violations.

Industries Affected

Consumer Protection

Topics

Bill Sponsors

| Name | Party | Role |
|------------------|-------|-----------|
| Rachel May | | Primary |
| Michael Gianaris | | Cosponsor |
| Brian Kavanagh | | Cosponsor |

Related Bills

- A 9349 (NY)
- S08623 (NY)
- A09349 (NY)

Official Source

<https://openstates.org/ny/bills/2025-2026/S8623/>

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