

S 8623 • New York

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

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Apr 29, 2026): 2ND REPORT CAL.

Summary

This bill regulates algorithmically set prices, requiring disclosure of automated pricing systems in New York, with certain exceptions and enforcement mechanisms.

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 with specific conditions.
- Requires disclosure of automated pricing systems.
- Creates a private cause of action for violations and includes additional enforcement mechanisms.

Compliance Checklist

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

Industries Affected

Retail

Consumer Protection

Hospitality

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Rachel May	D	Sponsor
Michael Gianaris	D	Sponsor
Brian Kavanagh	D	Sponsor

Related Bills

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

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S8623>

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