

# HB2481 • Washington

Prohibiting surveillance-based price discrimination and surge pricing for retail goods.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 07, 2026): Executive session scheduled, but no action was taken in the House Committee on Appropriations at 9:00 AM.

## Summary

HB2481 prohibits surveillance-based price discrimination and surge pricing for retail goods in Washington. The full bill text provides details on provisions and enforcement.

## Business Impact

If you use surveillance data for pricing in retail, you must review practices to ensure compliance once the bill is enacted.

## Key Provisions

- Prohibition of surveillance-based price discrimination
- Ban on surge pricing for retail goods
- Enforcement mechanisms and penalties
- Definitions and exceptions

## Compliance Checklist

- Ensure pricing strategies do not utilize surveillance data for discrimination. | Who: Retail businesses operating in Washington State | Penalty: Potential fines or enforcement actions
- Review and adjust pricing algorithms to comply with the new regulations. | Who: Retailers and pricing strategy teams | Penalty: Potential fines or enforcement actions

## Industries Affected

E-commerce

Retail

Law Enforcement

# Topics

AI in Law Enforcement

## Bill Sponsors

| Name      | Party | Role      |
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| Thai      |       | Primary   |
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| Bergquist |       | Cosponsor |
| Robertson |       | Cosponsor |
| Macri     |       | Cosponsor |

## Related Bills

- SB6312 (WA)

## Official Source

<https://app.leg.wa.gov/billsummary?BillNumber=2481&Year;=2025&Initiative;=false>

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