

HB665 • Ohio

Regulate the use of pricing algorithms

Introduced

Risk: Medium

Amendment

Last Action (Feb 04, 2026): Referred to committee: Technology and Innovation

Summary

HB665 proposes to regulate pricing algorithms by amending sections 1331.01, 1331.04, and 1331.16, and enacting sections 1331.05 and 1331.50. Specific details will be included once the full bill text is available.

Business Impact

If you use pricing algorithms, you must comply with new regulations once enacted.

Key Provisions

- Amends sections 1331.01, 1331.04, and 1331.16 of the Revised Code.
- Enacts new sections 1331.05 and 1331.50 to regulate pricing algorithms. Detailed provisions will be provided once the full text is available.

Compliance Checklist

- Demonstrate compliance with pricing algorithm regulations | Who: Businesses using pricing algorithms | Penalty: Potential legal repercussions or fines
- Maintain records of pricing algorithm decisions | Who: Businesses using pricing algorithms | Penalty: Potential legal repercussions or fines

Industries Affected

Retail

Consumer
Protection

Finance

Technology

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Nickie Antonio	Democratic	Cosponsor
Ron Hood		Cosponsor
Dan Ramos		Primary
Don Jones		Primary
Shane Wilkin	Republican	Primary
Jeffrey Smith, T.		Cosponsor
Brian Baldrige		Cosponsor
Reggie Stoltzfus		Cosponsor
Randi Clites		Cosponsor
Alessandro Cutrona		Cosponsor
Jay Edwards	Democratic	Cosponsor
Haraz Ghanbari	Republican	Cosponsor

Related Bills

- SB79 (OH)

Official Source

<https://www.legislature.ohio.gov/legislation/136/hb665>

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