

SB585 • Virginia

Virginia Fair Housing Law, et al.; personalized algorithmic pricing disclosures, prohibitions.

Introduced

Risk: Medium

Comprehensive

Last Action (Feb 04, 2026): Passed by indefinitely in General Laws and Technology with letter (15-Y 0-N)

Summary

The bill mandates disclosures on algorithmic pricing, prohibits discriminatory uses of protected class data, and prohibits landlords and multiple listing services from setting or adjusting rent prices, rental agreement terms, and occupancy levels based on algorithmic recommendations. It allows the Attorney General to seek civil penalties in addition to an injunction.

Business Impact

If you use AI for pricing in housing, you must disclose algorithmic pricing details by July 1, 2024, or face penalties.

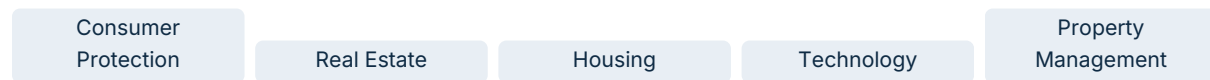
Key Provisions

- Landlords must disclose the use of algorithmic pricing devices when applicable under specific acts.
- Prohibits discriminatory practices using protected class data in rental agreements.
- Prohibits landlords from facilitating non-compete agreements.
- Allows any injured individual to bring a civil action and recover the greater of actual or statutory damages and reasonable attorney fees.
- Prohibits landlords and multiple listing services from using algorithmic devices to set or adjust rent prices, rental agreement terms, occupancy levels, and other conditions based on algorithmic recommendations using a coordinating function.
- Allows the Attorney General to seek an injunction and civil penalties specifically to restrain certain violations of the bill.
- Defines terms such as 'protected class data,' 'personalized algorithmic pricing,' and 'coordinating function.'

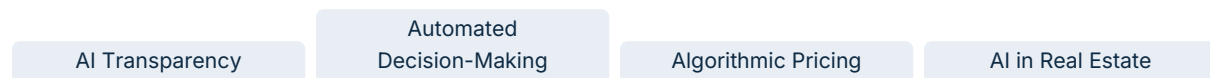
Compliance Checklist

- Disclose the use of algorithmic pricing devices in writing to tenants or prospective tenants. | Who: Landlords owning more than four rental units. | Penalty: Civil penalties up to \$1,000 for each violation.
- Provide a plain-language summary of factors considered by the algorithmic pricing device. | Who: Landlords using algorithmic pricing. | Penalty: Civil penalties up to \$1,000 for each violation.

Industries Affected



Topics



Bill Sponsors

Name	Party	Role
Siobhan S. Dunnavant		Primary
Bill R. DeSteph, Jr.		Primary
Bryce E. Reeves	Republican	Primary
Bill DeSteph	Republican	Cosponsor
Mark L. Keam		Cosponsor
Sam Rasoul	Democratic	Cosponsor
Reeves		Primary
R. Creigh Deeds		Primary
L. Louise Lucas		Cosponsor
Saddam Azlan Salim	Democratic	Primary
Kannan Srinivasan	Democratic	Cosponsor
Kelly K. Convirs-Fowler		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-04	Passed by indefinitely in General Laws and Technol	15	0	Passed

Related Bills

- [HB1252 \(VA\)](#)

Official Source

<https://lis.virginia.gov/bill-details/20261/SB585>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.