

SB2036 • Hawaii

Relating To Consumer Protection.

Introduced

Risk: Medium

Comprehensive

Last Action (Feb 11, 2026): The committee on LBT deferred the measure.

Summary

This bill prohibits surveillance pricing based on electronic surveillance data and deems it an unfair practice, with certain exemptions.

Business Impact

If you use electronic surveillance technology for pricing, you must ensure compliance with this bill or face penalties for unfair practices.

Key Provisions

- Prohibits surveillance pricing based on electronic surveillance data.
- Defines exemptions for differential pricing based on costs or public eligibility criteria.
- Deems violations as unfair and deceptive practices under existing laws.
- Specifies that data collected must not be used for profiling or targeted advertising.
- Defines 'electronic surveillance technology' broadly to include various data collection methods.
- Clarifies that the bill does not retroactively affect rights or duties before its effective date.

Compliance Checklist

- Ensure pricing strategies do not rely on surveillance data. | Who: Businesses using electronic surveillance technology. | Penalty: Deemed as engaging in unfair and deceptive practices.
- Review and adjust pricing models to align with exemptions outlined in the bill. | Who: Businesses affected by the pricing regulations. | Penalty: Potential penalties for non-compliance.

Industries Affected

E-commerce

Insurance

Consumer
Protection

Law
Enforcement

Technology

Retail

Topics

AI in Law Enforcement

Bill Sponsors

Name	Party	Role
Jarrett Keohokalole	D	Sponsor
Stanley Chang	D	Sponsor
Carol Fukunaga	D	Sponsor
Troy Hashimoto	D	Sponsor
Michelle Kidani	D	Sponsor
Joy San Buenaventura	D	Sponsor
Dru Kanuha	D	Sponsor

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=SB&billnumber;=2036&year;=2026

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