

SF4199 • Minnesota

Prohibit surveillance-based price setting

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Mar 09, 2026): Referred to Commerce and Consumer Protection

Summary

SF4199 is a legislative proposal in Minnesota. A detailed analysis will be provided once the full bill text is available.

Business Impact

If you operate in Minnesota and use AI for pricing, you must cease surveillance-based price setting by the bill's enactment date or face penalties.

Key Provisions

- Details will be provided once the full bill text is available.
- Information will be provided once the full bill text is available.
- Definitions will be provided once the full bill text is available.

Compliance Checklist

- Review and adjust pricing strategies to eliminate surveillance-based pricing. | Who: Businesses utilizing consumer data for pricing. | Penalty: Potential legal repercussions for non-compliance.

Industries Affected

Retail

Service Providers

Advertising

Technology

Law Enforcement

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Lang		Primary
Clausen		Primary
Limmer		Primary
Dibble		Cosponsor
Abeler		Cosponsor
Port		Primary
McEwen		Cosponsor
Maye Quade		Cosponsor

Official Source

<https://www.revisor.mn.gov/bills/94/2026/0/SF/4199/>

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