

# HB3959 • Oklahoma

Technology; Protecting Consumers and Jobs from Predatory Pricing Act; personalized algorithmic pricing; consumer data; food retailers; effective date.

Introduced

Risk: Medium

Sector-Specific

Last Action (Feb 04, 2026): Referred to Business

## Summary

HB3959, 'Protecting Consumers and Jobs from Predatory Pricing Act,' addresses personalized algorithmic pricing and consumer data in food retailing. Effective date is assumed.

## Business Impact

If you use personalized pricing in food retail, monitor HB3959 for potential new regulations.

## Key Provisions

- Addresses personalized algorithmic pricing
- Concerns consumer data use
- Effective date assumed

## Compliance Checklist

- Disclose pricing algorithms and data used for pricing. | Who: Food retailers operating in Oklahoma. | Penalty: Potential penalties for non-compliance.
- Ensure transparency in pricing strategies. | Who: Food retailers. | Penalty: Potential penalties for non-compliance.

## Industries Affected

Consumer Services

Consumer Goods

Food Retail

Consumer Protection

Technology

# Topics

Algorithmic Pricing

# Bill Sponsors

Name	Party	Role
Fetgatter		Primary
Standridge		Primary
Kannady		Primary
Echols		Primary
Treat		Primary
Munson		Primary

# Official Source

<https://www.oklegislature.gov/BillInfo.aspx?Bill=hb3959&Session;=2600>

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