

## S08616 • New York

Prohibits the use of electronic shelving labels, digital shelf display technology, and personalized algorithmic pricing in food retail establishments and drug retail establishments; provides injunctive relief, civil penalties, and a private right of action.

Introduced

Risk: High

Comprehensive

Last Action (Jan 07, 2026): REFERRED TO CONSUMER PROTECTION

### Summary

This bill prohibits electronic shelving labels and personalized algorithmic pricing in food and drug retail establishments in New York, providing injunctive relief, civil penalties, and a private right of action, based on the available description.

### Business Impact

If you operate a food or drug retail establishment in New York, you must cease using electronic shelving labels and algorithmic pricing by the bill's effective date or face civil penalties.

### Key Provisions

- Prohibits electronic shelving labels and digital shelf display technology in food and drug retail establishments in New York.
- Bans personalized algorithmic pricing.
- Provides injunctive relief and civil penalties.
- Allows for private right of action for consumers.

### Compliance Checklist

- Cease the use of electronic shelving labels and digital shelf display technology. | Who: Food and drug retail establishments. | Penalty: Up to \$10,000 per violation.
- Stop personalized algorithmic pricing and surveillance pricing. | Who: Food and drug retail establishments. | Penalty: Up to \$10,000 per violation.

## Industries Affected

Technology

## Topics

Algorithmic Pricing

## Bill Sponsors

Name	Party	Role
Michael Gianaris	D	Sponsor
Rachel May	D	Sponsor
Jabari Brisport	D	Sponsor
Samra Brouk	D	Sponsor
Cordell Cleare	D	Sponsor
Patricia Fahy	D	Sponsor
Kristen Gonzalez	D	Sponsor
Peter Harckham	D	Sponsor
Michelle Hinchey	D	Sponsor
Robert Jackson	D	Sponsor
Liz Krueger	D	Sponsor
John Liu	D	Sponsor

## Related Bills

- A09396 (NY)
- S 8616 (NY)
- A 9396 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/S8616>

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