

HB26-1210

HOUSE FLOOR AMENDMENT

Second Reading

BY REPRESENTATIVE DeGraaf

1 Amend the Business Affairs and Labor Committee Report, dated March
2 12, 2026, page 3, strike lines 36 and 37 and substitute:

3 "(a) (I) A PERSON SHALL NOT USE SURVEILLANCE DATA TO SET A
4 PRICE FOR A SPECIFIC CONSUMER WHEN SUCH DATA IS UNRELATED TO THE
5 TRANSACTION, PRODUCT, OR SERVICE AND IS USED PRIMARILY TO EXPLOIT
6 A CONSUMER'S VULNERABILITY OR IMPAIR THE CONSUMER'S ABILITY TO
7 MAKE A VOLUNTARY AND INFORMED DECISION.

8 (II) THIS SUBSECTION (1) DOES NOT PROHIBIT PRICE
9 DIFFERENTIATION BASED ON DEMAND, INVENTORY, COST, PURCHASE
10 HISTORY, LOYALTY PROGRAMS, OR OTHER BONA FIDE BUSINESS FACTORS
11 RELATED TO THE TRANSACTION."

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