

2026 -- H 7849

=====  
LC005691  
=====

STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2026

—————  
A N A C T

RELATING TO COMMERCIAL LAW -- GENERAL REGULATORY PROVISIONS --  
FILING OF TRADE NAME

Introduced By: Representative Alex D. Marszalkowski

Date Introduced: February 27, 2026

Referred To: House Corporations

It is enacted by the General Assembly as follows:

1 SECTION 1. Title 6 of the General Laws entitled "COMMERCIAL LAW — GENERAL  
2 REGULATORY PROVISIONS" is hereby amended by adding thereto the following chapter:

3 CHAPTER 13.4

4 SURVEILLANCE PRICING AND ONLINE RETAILING

5 **6-13.4-1. Definitions.**

6 As used in this chapter:

7 (1) "Algorithmic price increase" means any act of charging a price for a good or service  
8 that is higher than the seller's baseline price where:

9 (i) The seller uses an automated algorithm, artificial intelligence, or other data processing  
10 system; and

11 (ii) The price is determined by, or materially influenced by, personal data tied to or  
12 reasonably identifiable to an individual consumer, including but not limited to geolocation, device  
13 identifiers, browsing or purchase history, demographics, or past purchases.

14 (2) "Baseline price" means the price the seller would charge for the same good or service  
15 at the same point in time under a uniform pricing policy that does not incorporate individualized  
16 personal data analysis.

17 (3) "Personal data" has the meaning given in § 6-48.1-2 and includes any information that  
18 identifies or could reasonably be linked to a specific consumer or device.

1 (4) "Online retailer" means any person or entity selling goods or services through an  
2 internet website, mobile application, or other digital platform.

3 (5) "Price decrease" means any reduction below the seller's baseline price, including  
4 discounts, promotions, volume pricing, loyalty rewards, or time-limited offers.

5 **6-13.4-2. Prohibition.**

6 (a) No online retailer operating or offering goods or services for sale in this state shall  
7 knowingly apply an algorithmic price increase in the sale of goods or services to consumers in  
8 Rhode Island.

9 (b) This prohibition does not restrict:

10 (1) Price decreases as defined in § 6-13.4-1;

11 (2) Dynamic pricing based on general market conditions, inventory, time-of-day, or other  
12 factors not incorporating individualized personal data; or

13 (3) Pricing practices otherwise permitted under federal law.

14 **6-13.4-3. Transparency notice.**

15 (a) When a price offered to a consumer is influenced by personal data in a manner not  
16 prohibited by § 6-13.4-2, the online retailer shall display a clear and conspicuous disclosure near  
17 the price stating:

18 "THIS PRICE MAY BE INFLUENCED BY DYNAMIC PRICING FACTORS SUCH AS  
19 MARKET CONDITIONS, INVENTORY OR TIMING OF SALE."

20 (b) This disclosure is not required when the price offered is a price decrease.

21 **6-13.4-4. Enforcement.**

22 (a) A violation of this chapter shall constitute a deceptive trade practice prohibited pursuant  
23 to § 6-13.1-2.

24 (b) The attorney general may enforce this chapter pursuant to the provisions of chapter 13.1  
25 of title 6 (Rhode Island deceptive trade practices act), including by seeking injunctive relief and  
26 civil penalties.

27 **6-13.4-5. Civil penalties.**

28 (a) Violations of this chapter may result in civil penalties of up to one hundred dollars  
29 (\$100) per violation.

30 (b) Each instance of noncompliance shall constitute a separate violation.

31 **6-13.4-6. Severability.**

32 If any provision of this chapter is held invalid, the remainder shall remain in effect.

33 SECTION 2. This act shall take effect upon passage.

=====  
LC005691  
=====

EXPLANATION  
BY THE LEGISLATIVE COUNCIL  
OF

A N A C T

RELATING TO COMMERCIAL LAW -- GENERAL REGULATORY PROVISIONS --  
FILING OF TRADE NAME

\*\*\*

- 1           This chapter would create the surveillance pricing and online retailing act that would
- 2 prohibit algorithmic price increases for online purchases.
- 3           This act would take effect upon passage.

=====  
LC005691  
=====