



House Bill 1475

Date: March 3, 2026

Committee: Economic Matters

Position: Unfavorable

Founded in 1968, the Maryland Chamber of Commerce (the Chamber) is the leading voice for business in Maryland. We are a statewide coalition of more than 7,000 members and federated partners, and we work to develop and promote strong public policy that ensures sustained economic growth for Maryland businesses, employees, and families.

House Bill 1475 (HB 1475) would broadly regulate the use of algorithmic or data-driven pricing by merchants selling goods or services to Maryland consumers by requiring businesses to provide a conspicuous disclosure when a price is set using an algorithm that relies on a consumer's personal data, establishing restrictions related to certain rent-setting practices, and creating enforcement mechanisms, including a private right of action that exposes businesses to potential civil liability. While the stated intent is to promote transparency and consumer protection, the bill as drafted would impose sweeping new requirements and create significant unintended consequences for Maryland businesses and consumers alike.

HB 1475 requires businesses to provide a conspicuous warning stating, "THIS PRICE WAS SET BY AN ALGORITHM USING YOUR PERSONAL DATA." This disclosure is overly broad and would apply in a wide range of common business practices, including loyalty programs, targeted discounts, and promotional pricing that benefit consumers. Rather than providing meaningful clarity, the mandated language risks unnecessarily alarming customers who may not fully understand how pricing algorithms work. Many consumers could mistakenly conclude that their sensitive personal information was used in a harmful or discriminatory manner, even when they are simply receiving a personalized discount or participating in a standard rewards program.

Data-driven pricing is widely used across industries to manage inventory, respond to supply and demand, offer competitive pricing, and reduce waste. In sectors such as grocery and retail, these tools help lower average prices, improve product availability, and reduce food waste, outcomes that directly benefit Maryland consumers. The bill appears to be premised on speculative concerns that retailers are engaging in unlawful discrimination or price gouging, practices that are already prohibited under existing state and federal law. Imposing a sweeping new disclosure regime absent clear evidence of widespread abuse risks chilling legitimate and beneficial business practices.

The compliance obligations created by HB 1475 would also increase operational costs for Maryland businesses at a time when many are already operating on thin margins. Businesses would need to review pricing systems, audit data practices, update consumer-facing communications, and potentially reconfigure pricing models to avoid triggering the required disclosures. These additional costs will ultimately be borne by consumers in the form of higher prices.

Further, the bill creates serious legal exposure by establishing a private right of action. This would invite litigation over novel and ambiguous standards, including new definitions of “personal data” that may conflict with existing Maryland privacy laws. The resulting compliance uncertainty and risk of frivolous lawsuits would disproportionately impact small and mid-sized businesses that lack extensive legal resources. Maryland has recently enacted comprehensive data privacy legislation, and layering inconsistent or overlapping requirements on top of that framework will only add confusion and risk.

Finally, the provisions addressing residential rent-setting practices raise complex issues distinct from retail pricing and should not be combined in a single, broadly applicable bill. Conflating these policy areas creates additional ambiguity and expands the scope of the legislation beyond what many stakeholders reasonably anticipated.

For these reasons, the Chamber respectfully requests an **unfavorable report** on **HB 1475**.