

# HOUSE . . . . . No.

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## The Commonwealth of Massachusetts

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PRESENTED BY:

*Adam J. Scanlon*

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*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to Prevent Repricing for Individuals based on Consumer Engagement, or the PRICE Act.

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PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Adam J. Scanlon</i>	<i>14th Bristol</i>	<i>1/29/2026</i>

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## The Commonwealth of Massachusetts

\_\_\_\_\_  
In the One Hundred and Ninety-Fourth General Court  
(2025-2026)  
\_\_\_\_\_

An Act to Prevent Repricing for Individuals based on Consumer Engagement, or the PRICE Act.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1           SECTION 1. Section 1 of chapter 93A, as appearing in the 2024 Official Edition, is  
2 hereby amended by adding the following definition:-

3           (e) “Online surveillance pricing”, offering different prices for purchase of services or for  
4 purchase or rental of property, tangible or intangible, real, personal or mixed, based on a  
5 person’s online activity, including but not limited to internet searches, browsing history, location  
6 data, device type, clicks, time spent looking at various items, placement of items in a digital cart  
7 or preparing them for online checkout. This shall not include: (i) price differences based on  
8 reasonable cost differences in providing the product or service to different consumers; (ii) bona  
9 fide discounts that are clearly disclosed and uniformly offered to all members of a broadly  
10 defined group including but not limited to discounts for senior citizens, veterans, or students; (iii)  
11 bona fide discounts offered to individuals who affirmatively and knowingly enroll in a loyalty  
12 program; and (iv) pricing for insurance services or credit products.

13           SECTION 2. Section 2 of said chapter 93A is hereby amended by inserting in line 2,  
14 after the word “commerce” following words:-  
15           “, including online surveillance pricing, defined pursuant to section 1 of this chapter,”