

**Bill Number:** H. 99

**Title:** An Act relative to surveillance pricing in grocery stores

**Lead Sponsor:** Representative Lindsay Sabadosa

**Hearing Date:** April 9, 2025

**Report Date:** June 8, 2025

**See Senate Filing:** S.47

**Current Law:**

- **M.G.L. Chapter 93A** prohibits unfair methods of competition and unfair or deceptive acts or practices in the conduct of trade or commerce.
- **M.G.L. Chapter 93A § 9** outlines how a consumer or class may bring suit for a violation of Chapter 93A.
- **M.G.L. Chapter 94** regulates the inspection of food, drugs, and various articles.

**Executive Summary:** H. 99 prohibits food stores and food departments from using biometric data to suggest items or adjust prices based on individual customers. It allows voluntary use of biometrics for identity verification at the point of sale. Violations of this law are considered unfair trade practices under Chapter 93A, entitling individuals to damages. Affected individuals can recover actual damages or \$5,000, whichever is higher.

**Legislative History:** New File