

Subject Surveillance-based price setting

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Overview

This bill prohibits surveillance-based price setting.

Summary

Section	Description
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1	[325D.141] Prohibition on surveillance-based price setting.
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Subd. 1. Definitions. Defines “biometric data,” “consumer,” “electronic shelf label,” “electronic surveillance technology,” “facial recognition technology,” “personal information,” and “retail food store” among others.

Subd. 2. Prohibition on surveillance-based price setting. Prohibits a retail food store from engaging in surveillance-based price setting. Clarifies what behavior is and is not considered surveillance-based price setting. Allows a retail food store to show surveillance-based price setting has not occurred. Clarifies when a retail food store can use a consumer’s biometric data. Clarifies that this subdivision does not prohibit a retail food store from providing a consumer a discounted or promotional price based on their purchase history.

Subd. 3. Required disclosure of use of facial recognition technology. Allows a retail food store to use facial recognition if this is disclosed via signage at the food store’s main entrance.

Subd. 4. Prohibition of electronic shelf labels. Prohibits retail food stores larger than 10,000 square feet from using electronic shelf labels or digital display technology unless the prices are changed only once per day and they must use a nondigital presentation for the price of each item.