

One Hundred Ninth Legislature - Second Session - 2026

Introducer's Statement of Intent

LB1006

Chairperson: Senator Mike Jacobson

Committee: Banking, Commerce and Insurance

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB1006 or The Protecting Consumers and Jobs from Predatory Pricing Act aims to safeguard Nebraska consumers from predatory pricing practices, including dynamic, surveillance, and personalized algorithmic pricing that use consumer or protected class data .LB1006 prohibits businesses from using such pricing methods, collecting data from minors for targeted advertising, and utilizing protected class data to discriminate in pricing

Principal Introducer: _____

Senator Dunixi Guereca