

One Hundred Ninth Legislature - Second Session - 2026

Introducer's Statement of Intent

LB1078

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:

LB 1078 creates the Fair Online Pricing Act. The Fair Online Pricing Act prohibits companies from offering consumers prices based on their online devices, hardware, or hardware condition. A person who violates the Fair Online Pricing Act is liable for a civil penalty not to exceed ten thousand dollars for each violation.

Principal Introducer: _____

Senator George Dungan