

House File 2730 - Introduced

HOUSE FILE 2730
BY McBURNEY and WICHTENDAHL

A BILL FOR

- 1 An Act relating to unlawful practices for retail pricing, and
- 2 providing penalties.
- 3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

unofficial

1 Section 1. Section 714.16, subsection 2, Code 2026, is
2 amended by adding the following new paragraph:

3 NEW PARAGRAPH. t. It shall be an unlawful practice for a
4 retailer to charge a consumer a price for an item at the time
5 of checkout that is higher than the price posted, displayed, or
6 otherwise represented on the retailer's shelf, display, or point
7 of consumer selection at the time the consumer selected the item.
8 This paragraph does not prohibit a retailer from charging a lower
9 price at checkout than the price posted, displayed, or otherwise
10 represented at the time the consumer selected the item.

11 EXPLANATION

12 The inclusion of this explanation does not constitute agreement with
13 the explanation's substance by the members of the general assembly.

14 This bill relates to unlawful practices for retail pricing.

15 The bill provides that it is an unlawful practice for a
16 retailer to charge a consumer a price for an item at the time
17 of checkout that is higher than the price posted, displayed,
18 or otherwise represented on the retailer's shelf, display, or
19 point of consumer selection at the time the consumer selected
20 the item. The bill does not prohibit a retailer from charging
21 a lower price at checkout than the price posted, displayed, or
22 otherwise represented at the time the consumer selected the item.
23 Several types of remedies are available if a court finds that a
24 person has committed an unlawful practice, including injunctive
25 relief, disgorgement of moneys or property, and civil penalties
26 not to exceed \$40,000 per violation.