

House File 2730 - Introduced

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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:

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,
6 or otherwise represented on the retailer's shelf, display, or
7 point of consumer selection at the time the consumer selected
8 the item. This paragraph does not prohibit a retailer from
9 charging a lower price at checkout than the price posted,
10 displayed, or otherwise represented at the time the consumer
11 selected the item.

12 EXPLANATION

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

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