



March 24, 2026

The Honorable Robert Britto, Chairman
Senate Commerce Committee
State House
Providence, RI 02903

Re: S.2428, An Act Relating to Commercial Law – General Regulatory Provisions – Deceptive Trade Practices

Dear Chairman Britto,

The undersigned members of the Rhode Island Business Coalition are writing to express concerns regarding Senate Bill 2428 which looks to regulate certain online pricing of goods or services.

We understand the intent of this legislation, however we want to ensure there are no unintended consequences of this legislation being enacted into law. Most businesses sell goods and services online to meet the demands of their customers looking for convenience in making their purchases. As technology evolves, businesses continue to change the way they utilize online tools.

Dynamic pricing is a widely used business practice across many industries, including transportation, hospitality, retail, and e-commerce. These pricing models allow businesses to respond to real-time supply and demand conditions, manage inventory efficiently, and offer competitive pricing. A broad prohibition could have unintended consequences and ultimately lead to higher costs for consumers.

In addition, the bill's scope and definitions raise concerns regarding ambiguity and overbreadth. Without clear parameters, routine pricing practices—such as time-based discounts, seasonal pricing, or promotional offers—could be unintentionally captured. This uncertainty may expose businesses to increased legal risk and compliance burdens, particularly for small and mid-sized companies that lack the resources to navigate complex regulatory requirements.

Lastly, we would like to note that should the Committee move this bill forward, we would suggest providing an effective date that allows time for businesses to incorporate these changes into their regular pricing practices. As drafted, this bill would take effect upon passage which seems like an unreasonable expectation should this legislation be enacted into law.

The Rhode Island Business Coalition represents 50 industries and 6,280 businesses that employ 231,200 people throughout Rhode Island.

For these reasons, we would like to work with Senator Euer to see if we can agree on language that achieves the goals of this legislation while continuing to allow businesses to utilize online sales tools to market their products and services.

Thank you for your consideration of our position on this legislation.

Sincerely,

David Chenevert, Chairman, Rhode Island Business Coalition

East Greenwich Chamber of Commerce

Greater Newport Chamber of Commerce

National Federation of Independent Business

Northern Rhode Island Chamber of Commerce

Propane Gas Association of New England

Rhode Island Bankers Association

Rhode Island Beverage Association

Rhode Island Builders Association

Rhode Island Lumber and Building Materials Dealers Association

Rhode Island Marine Trades Association

Rhode Island Small Business Economic Summit Regulations Subcommittee

Rhode Island Small Business Summit Tax and Budget Committee

Rhode Island Staffing Association

TechNet

cc. Senate Commerce Committee members