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May 18, 2026

The Honorable Jared Polis
Governor, State of Colorado
Colorado State Capitol
200 E. Colfax
Denver, CO 80203-1716

Dear Governor Polis,

The Consumer Technology Association® (CTA) urges you to veto HB26-1210. While intended to stop predatory pricing, the bill is drafted so broadly that it would restrict many consumer-friendly discounts and raise costs for Colorado families.

Saving money is a clear consumer benefit. As living costs rise, discounts can help families afford everyday goods. Technology helps businesses deliver relevant offers to consumers who are most likely to value them. A family that regularly buys a product may receive a coupon for that item. Another shopper with no interest in the product would not. Similar targeted discounts are common across the economy because they help consumers save money and help businesses compete. HB26-1210 would ban many of these practices.

The General Assembly had multiple opportunities to narrow the bill and focus only on predatory pricing. Instead, lawmakers created a limited set of exemptions for certain discount models. That approach will not work. Lawmakers cannot predict every current or future way businesses may use data to offer lower prices to consumers. Limiting only certain discount types will reduce savings opportunities for Colorado consumers.

Your administration has worked hard to make Colorado a leading destination for innovation and job creation. In fact, last year, CTA's [Innovation Scorecard](#) recognized Colorado as an Innovation Adopter. HB26-1210 would undermine that progress and will likely influence how the state is assessed in future CTA scorecards.

Small businesses often rely on data-driven promotions to attract customers and compete with larger companies. Restaurants also could lose valuable partnerships and promotional tools that help bring in customers.

There is growing concern that recent legislative activity is making Colorado a harder place to build a business and create jobs. We encourage you to reject that perception and reaffirm that Colorado remains a strong home for innovation. Vetoing HB26-1210 would send that message clearly.

Sincerely,

A handwritten signature in black ink that reads "Kinsey Fabrizio". The signature is written in a cursive, flowing style.

Kinsey Fabrizio
President and CEO
Consumer Technology Association