



JUSTIN LEVETT
PHOTOGRAPHY

Kerri Alexa Designs



OHANA SALON



May 11, 2026

Dear Governor Polis,

We, the undersigned Colorado small-business leaders, urge you to veto HB 1210.

Finding a price that works for both our customers and our businesses is one of the hardest parts of running a small business. If we price too high, we lose sales. If we price too low, we lose money.

Amid economic uncertainty and rising costs, data-powered pricing tools help us find the right price point for our products and offer effective discounts, promotions, and personalized offers.

But HB 1210 will ban those tools — making it harder for us to set prices that our businesses can sustain and our customers can afford. Specifically, HB 1210 will make it illegal for us to:

- Set lower prices on marketplaces that cater to bargain shoppers.
- Offer individualized discounts for repeat customers based on their past purchases.
- Run discount offerings that use geo-targeted ads for promotion.
- Offer discounts on items shoppers left in their virtual cart.

We understand HB 1210 aims to prevent unfair discrimination, a goal we support. But its prohibition of data-powered pricing tools will restrict legitimate, long-standing business practices — hurting small businesses like ours, and the customers we proudly serve.

Please support Colorado small businesses and veto HB 1210.

Sincerely,

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