

Gender-based Pricing (Prohibition) Bill

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B I L L

TO

Prohibit the differential pricing of products and services that are substantially similar other than being intended for, or marketed to, a particular gender; and for connected purposes.

BE IT ENACTED by the Queen’s most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows:—

1 Prohibition of gender-based pricing

- (1) The Consumer Protection from Unfair Trading Regulations 2008 (S.I. 2008/1277) are amended as follows.
- (2) In regulation 12, for “31” substitute “32”.
- (3) In Schedule 1, after paragraph 31, insert —

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“32 The differential pricing of products and services that are substantially similar other than being intended for, or marketed to, a particular gender.”

2 Extent, commencement and short title

- (1) This Act extends to the whole United Kingdom.
- (2) This Act comes into force three months after it is passed.
- (3) This Act may be cited as the Gender-based Pricing (Prohibition) Act 2019.

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To prohibit the differential pricing of products and services that are substantially similar other than being intended for, or marketed to, a particular gender; and for connected purposes.

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