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Online Marketplace Amendments

2026 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Lincoln Fillmore

House Sponsor: Doug Fiefia

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LONG TITLE

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General Description:

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This bill prohibits a municipality or county from regulating an online marketplace.

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Highlighted Provisions:

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This bill:

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- ▶ defines terms; and

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- ▶ prohibits a municipality or county from regulating an online marketplace.

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Money Appropriated in this Bill:

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None

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Other Special Clauses:

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None

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Utah Code Sections Affected:

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ENACTS:

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11-72-101, Utah Code Annotated 1953

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Be it enacted by the Legislature of the state of Utah:

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Section 1. Section **11-72-101** is enacted to read:

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11-72-101 . Online marketplaces.

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(1) As used in this section, "online marketplace" means a person that:

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(a) provides, for consideration, regardless of whether the consideration is deducted as a fee from a transaction, an online application, platform, program, software, system, website, or other medium through which a good or service is advertised in this state or is offered to the public as available in this state; and

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(b) provides, directly or indirectly, a system that:

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(i) facilitates a transaction between two persons;

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(ii) transmits or otherwise communicates the offer or acceptance of a transaction between two persons; or

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(iii) allows two or more persons to communicate or connect with each other.

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31 (2) A municipality or county may not regulate the operation of an online marketplace.

32 **Section 2. Effective Date.**

33 This bill takes effect on May 6, 2026.