

Online Marketplace Amendments

2026 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Lincoln Fillmore

House Sponsor: Doug Fiefia

LONG TITLE**General Description:**

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

Highlighted Provisions:

This bill:

- defines terms; and
- prohibits a municipality or county from regulating an online marketplace.

Money Appropriated in this Bill:

None

Other Special Clauses:

None

Utah Code Sections Affected:

ENACTS:

11-72-101, Utah Code Annotated 1953

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

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

11-72-101 . Online marketplaces.

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

- (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
- (b) provides, directly or indirectly, a system that:
 - (i) facilitates a transaction between two persons;
 - (ii) transmits or otherwise communicates the offer or acceptance of a transaction between two persons; or
 - (iii) allows two or more persons to communicate or connect with each other.

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.