

# NAAG Annual Conference 2026 - Pricing & Priorities

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What are state attorneys general really focused on when it comes to pricing—and how far are they willing to go? In this episode, we break down key takeaways from the NAAG Annual Conference 2026, zeroing in on a standout panel exploring the rapidly evolving world of data-driven pricing—from dynamic and surge pricing to the more controversial concepts of surveillance and algorithmic pricing. As AGs grapple with whether existing consumer protection and antitrust laws can keep pace with algorithm-driven markets, the discussion highlights growing tensions around transparency, competition, and consumer perception, as well as the expanding role of state enforcement even in the absence of new legislation.

Hosted by Simone Roach. Based on a blog post by [Paul L. Singer](#), [Abigail Stempson](#), [Beth Bolen Chun](#), and [Andrea deLorimier](#).