

Paul Singer Quoted in Gizmodo on Surveillance Pricing

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Partner and State Attorneys General practice chair [Paul Singer](#) was quoted by *Gizmodo* in their article, "What's the Difference Between Surveillance Pricing and Dynamic Pricing?" The article discusses the various types of pricing manipulation that companies use to change the price of goods based on customer data. Paul covers the differences between dynamic, surveillance, and personalized pricing, and how businesses can use data to set prices without deceiving customers.

"What this is really focused on is how much data does a business have about you, and how are they potentially using that data in a way that you, as a customer, don't expect or understand?" Paul told Gizmodo.

Read the full article [here](#).