

Paul Singer Quoted on Surveillance Pricing

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Partner and State Attorneys General practice chair [Paul Singer](#) was quoted by *Gizmodo* in their article, "Colorado Governor Vetoes Surveillance Pricing Ban as Public Backlash Against the Tech Grows." *Gizmodo* interviewed Paul about Colorado Governor Jared Polis's recent veto of a bill aiming to prohibit surveillance pricing, or charging individuals customized prices based on personal data. Paul argues that "legislatures are trying to balance the desire for innovation with protection against the abuse of technology."

"The Governor's veto and his justification are consistent with a lot of the messaging you have heard from industry around proposed surveillance pricing legislation—it makes sense to put safeguards in place based on conduct but not necessarily the underlying technology, because you run the risk of overly broad restrictions that actually harm consumers by impacting the ability to offer price reductions or ensure greater pricing accuracy in stores," said Paul.

Read the full article [here](#).