

Pricing 101: Key Considerations Across Privacy and Consumer Protection

Surveillance Pricing and Beyond: Navigating Today's Pricing Landscape

Firm Event

May 18, 2026 from 11:00 am to 12:00 pm (EDT)

In this introductory session, Privacy Practice Chair and Partner [Alysa Hutnik](#) and State AG Practice Chair and Partner [Paul L. Singer](#), will provide a high-level look at today's evolving pricing landscape and its growing intersection with privacy and consumer protection. Attendees will gain a foundational understanding of the regulatory environment and the key forces shaping how companies approach pricing strategy and compliance. Topics will include:

- Current legislation shaping pricing transparency, including junk fee laws and algorithmic pricing
- The role of social media in amplifying scrutiny and enforcement risk
- Practical considerations for maintaining compliance in an evolving regulatory environment

To view the Zoom recording, [click here](#).

To view the presentation slides, [click here](#).

[Pricing 101: The Top 10 Issues Companies Should Be Watching Now](#)

To learn more about the Surveillance Pricing and Beyond: Navigating Today's Pricing Landscape Webinar Series, click [here](#).

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