

Surveillance Pricing and Beyond: Navigating Today's Pricing Landscape

Webinar Series

Firm Event

June 24, 2026

As pricing practices are facing heightened scrutiny from regulators, particularly around the use of consumer data to inform pricing decisions, companies must navigate an increasingly complex intersection of consumer protection and privacy concerns. This three-part webinar series provides a practical roadmap to evolving expectations, from foundational pricing principles to the growing privacy concerns surrounding data use, as well as emerging enforcement trends and real-world insights from regulators. Join us for a forward-looking discussion on how to mitigate risk while, align pricing strategies with privacy obligations, and stay competitive in a rapidly changing landscape.

UPCOMING WEBINARS

AG Initiative: Enforcement Priorities in Pricing Practices

In this session, we will share insights on current enforcement priorities across pricing practices, including surveillance pricing, “junk” fees, drip pricing, subscriptions, and price gouging. We will also address broader regulatory and litigation trends, emerging privacy considerations, and what companies should expect as scrutiny around transparent pricing continues to grow.

PREVIOUS WEBINARS IN THIS SERIES

Pricing 101: Key Considerations Across Privacy and Consumer Protection

Monday, May 18, 2026, 11:00 am - 12:00 pm ET

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](#)

A Deep Dive into Surveillance Pricing

Wednesday, June 24, 2026, 11:30 am - 12:30 pm ET

In this next session in our "Surveillance Pricing and Beyond: Navigating Today's Pricing Landscape" webinar series, Privacy Practice Chair and Partner [Alysa Hutnik](#) and State AG Practice Chair and Partner [Paul Singer](#), will examine the rise of policy and legal attention on "surveillance pricing," and if and how the use of consumer data in connection with digital advertising, pricing, and discounts is drawing increased scrutiny from both privacy and consumer protection regulators. Among topics they plan to cover in this webinar include:

- What data practices are more likely to drive scrutiny when it comes to surveillance pricing concerns
- Common themes in pending federal and state legislation that warrant consideration
- Discussion of common use cases, and how to issue spot and address material risk with practical considerations
- Efforts to ban electronic shelf labels, and the tension with pricing transparency practices

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