

# “Surveillance Pricing”- Key Concepts, the Current Legal and Legislative Landscape, and Mounting Scrutiny

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What if the price you see online isn't just based on supply and demand—but on what an algorithm thinks you are willing to pay? In this episode, we unpack the fast-rising controversy over “surveillance pricing,” the practice of using consumer data, algorithms, and AI to tailor prices to individual shoppers based on factors like browsing history, location, or inferred willingness to pay. We explore how this differs from ordinary dynamic pricing, why lawmakers and regulators are raising concerns about transparency, fairness, and discrimination, and how states like New York and California are leading a growing wave of disclosure laws, proposed bans, and investigations. For businesses relying on data-driven pricing tools, the message is clear: pricing strategies are quickly becoming a major privacy, consumer protection, and antitrust risk area.

Hosted by Simone Roach. Based on a blog post by [Paul L. Singer](#), [Abigail Stempson](#), [Alexander I. Schneider](#), and [Joseph Cahill](#).