

Surveillance Pricing Under the Microscope: What the New State Laws and Policy Scrutiny Mean for Business

Alysa Z. Hutnik, Joseph Cahill

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Partner and Privacy and Information practice chair [Alysa Hutnik](#) and associate [Joseph Cahill](#) authored "Surveillance Pricing Under the Microscope: What the New State Laws and Policy Scrutiny Mean for Business" for *The Legal Intelligencer*.

The article covers enforcement and legislation trends in the area of "surveillance pricing," which is "a term often used to describe the practice of using an individual consumer's personal or behavioral data to set or adjust a price specifically for that consumer or a narrow segment of consumers." Alysa and Joe discuss enacted laws in five states, New York, New Jersey, Connecticut, Maryland and Vermont, and what these laws mean for businesses.

"Companies should ensure awareness and alignment among legal, privacy, marketing, and pricing teams, as seen through the refreshed risk-assessment lens of surveillance pricing scrutiny, so they can consistently explain what data is used and for what purpose if challenged."

Read the full article [here](#).