

# Webinar: A Deep Dive into Surveillance Pricing

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Wednesday, June 24, 2026 11:30 a.m. – 12:30 p.m. ET | Zoom

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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## CLE

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