



March 24, 2026

**VIA ELECTRONIC DELIVERY**

The Honorable Robert Britto

Chair, Senate Committee on Commerce

Rhode Island State House

82 Smith Street

Providence, RI 02903

**RE: Opposition to S2428 – Relating to Dynamic and Surveillance Pricing**

Dear Chairperson Britto and Members of the Committee:

On behalf of the Greater Providence Chamber of Commerce and the diverse business community we represent, I am writing to express our strong opposition to S2428. While we appreciate the General Assembly's interest in protecting consumers, this legislation as drafted would inadvertently harm Rhode Island's economy by prohibiting standard, pro-consumer pricing practices that expand affordability and reward customer loyalty.

Modern businesses utilize data-driven pricing to remain competitive and meet consumer expectations for personalized value. S2428 fails to distinguish between beneficial practices and higher-risk conduct, which will lead to several negative outcomes for our state's economy:

**Threatens Consumer Discounts and Loyalty Programs:** The bill's broad prohibitions risk outlawing individualized discounts and retention offers that lower prices for existing customers. These programs are essential for rewarding long-term subscribers and ensuring services remain affordable through targeted promotions.

**Stifles Market-Responsive Pricing:** Dynamic pricing is a standard strategy used to reflect real-time market conditions such as supply and demand. Categorically banning these practices ignores established marketing norms and removes the flexibility businesses need to lower prices during off-peak periods or in response to competition.

**Creates Excessive Litigation Risk:** By authorizing a private right of action, S2428 invites a wave of costly litigation over good-faith business operations. Regulatory oversight should instead focus on agency guidance and safe harbors that encourage responsible innovation rather than incentivizing lawsuits.

**Undermines Innovation with Blanket Restrictions:** A rigid, one-size-fits-all prohibition will stifle the development of new technologies that benefit the marketplace. Effective policy should instead utilize a risk-based framework that targets specific harms—such as price increases based on sensitive data—while preserving the ability to offer discounts off a stable baseline price.

Rhode Island consumers benefit when businesses can use data responsibly to sharpen competition and reduce costs. By restricting these practices, S2428 will likely result in higher prices and fewer choices for Rhode Islanders.

We urge the Committee to move toward a more balanced, risk-based approach that protects consumers without dismantling the promotional tools that make goods and services more accessible. For these reasons, the Greater Providence Chamber of Commerce respectfully requests that the committee does not advance S2428.

Sincerely,



Laurie White

President

Greater Providence Chamber of Commerce