

20 Lewis St.
Providence, RI 02906
March 24, 2026

Senate Committee on Commerce
Rhode Island State House
82 Smith St
Providence, RI 02903

Dear Chairman Britto and Members of the Committee:

I am writing to support S2428, the bill restricting dynamic pricing and surveillance pricing. I am a member of Rhode Islanders for Personal Privacy.

Surveillance pricing – the practice of offering different prices to different consumers based on their personal data – creates a failure of the market. Instead of sellers competing to offer the best product and making more money in revenue when their product is better, surveillance pricing allows sellers to gain extra revenue merely by being able to exploit the consumer’s intimate data to see what the consumer’s vulnerabilities are. It incentivizes sellers to put their business efforts into seeing how to charge some customers more than others, so that they are no longer focusing their effort as much on making the best product. Surveillance pricing is inflationary since it encourages sellers to raise prices based on their superior access to data, where consumers have less power to bargain because they have nowhere near as much access to data sets. It is the classic example of something that can be successful as a business strategy without doing anything to improve products. It damages the real economy.

When one company 1 which focuses on surveillance pricing outcompetes its rival that is more focused on making a good product, consumers pay more but the state and nation suffer.

Many of the same points apply to dynamic pricing that change the price of a product based on factors like traffic and weather, even when traffic and weather are irrelevant. The need to restrict dynamic pricing is less urgent than the need to ban surveillance pricing, but it would help the economy in many of the same ways.

Sincerely, Randall Rose.