



**TESTIMONY FOR HB0148**  
**Consumer Protection and Labor and Employment – Surveillance-Based Price  
and Wage Setting – Prohibition**

**Bill Sponsor:** Delegate Vogel

**Committee:** House Economic Matters

**Organization Submitting:** Maryland Legislative Coalition

**Person Submitting:** Aileen Alex, Cochair

**Position:** FAVORABLE

Chair, Vice Chair, and Members of the Committee,

I am submitting this testimony in support of **HB0148** on behalf of the Maryland Legislative Coalition. We are an association of unpaid citizen advocates—individuals and grassroots groups in every district across the state—representing and supporting more than 30,000 Marylanders.

HB0148 prohibits the use of surveillance-based price setting and surveillance-based wage setting, practices in which companies use detailed personal or behavioral data to set individualized prices or wages through automated decision-making systems. The bill also makes violations enforceable under the Maryland Consumer Protection Act and bars employers from using surveillance data to determine wages.

Even with just my undergraduate degree in economics, it's not hard to see these practices raise serious concerns for consumers, workers, and the overall functioning of a fair marketplace. Prices in a free market are traditionally shaped by supply and demand, not by individualized surveillance profiles. Allowing companies to set prices or wages based on personal data rather than market conditions risks creating barriers to entry for smaller suppliers who cannot compete with large firms' data-driven pricing systems. It is difficult to see how such practices would lead to lower average prices for consumers or higher wages for workers; if anything, they create opportunities for price discrimination and wage suppression rather than broad economic benefit.

HB0148 directly supports the mission of the Maryland Legislative Coalition. Our work is grounded in transparency, equity, and civic empowerment. This bill strengthens transparency in the marketplace, prevents discriminatory or exploitative pricing and wage practices, and protects Marylanders from corporate surveillance that undermines

fair economic participation. Ensuring that consumers and workers are treated equitably—and that powerful actors cannot use data to tilt the playing field—aligns squarely with our commitment to a fair, accountable, and democratic society.

For these reasons, we respectfully urge a **FAVORABLE** report on HB0148.

