

JOSELINE A. PEÑA-MELNYK  
Legislative District 21  
Prince George's and  
Anne Arundel Counties

—  
SPEAKER OF THE HOUSE



Annapolis Office  
101 State House, H-101  
Annapolis, Maryland 21401-1991  
410-841-3800  
800-492-7122 Ext. 3800  
Joseline.Pena.Melnyk@house.maryland.gov

—  
District Office  
P. O. Box 1251  
College Park, Maryland 20741-1251

*The Maryland House of Delegates*  
ANNAPOLIS, MARYLAND 21401

Dear Chair Valderrama and Members of the House Economic Matters Committee:

I submit this testimony in support of **House Bill 1475 – Dynamic Pricing Disclosure and Prohibition on Rent-Setting**. Historically, consumers could expect that the price of a product or service would be the same regardless of who was purchasing it. However, with the rise of artificial intelligence and advanced data collection, companies now have the ability to tailor prices to individual consumers to maximize their profits.

Dynamic pricing adjusts prices in real time based on factors such as demand, supply, competition, and timing. While we are familiar with examples like airline fares, concert tickets, and rideshare surge pricing, emerging technology now allows companies to adjust prices based on personal consumer data. This creates the potential for unfair and predatory practices. A recent Consumer Reports investigation found that shoppers using a popular grocery app were unknowingly subjected to AI-enabled pricing experiments, with some paying up to 23% more for the same item from the same store at the same time.

Consumers deserve transparency, predictability, and fairness. As amended HB 1475 requires companies to clearly disclose when prices are set using a consumer's personal data. At the same time, the bill ensures that traditional discounts, such as promotions, loyalty programs, and subscription-based savings, are not affected.

This is a commonsense consumer protection measure that promotes transparency and fairness in a rapidly evolving marketplace. I respectfully urge a favorable report.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joseline A. Peña-Melnyk'. The signature is fluid and cursive, with the first name 'Joseline' being the most prominent.

Delegate Joseline A. Peña-Melnyk