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March 31, 2026

The Honorable Delegate Kriselda Valderrama, Chair
The Honorable Delegate Lorig Charkoudian, Vice Chair
Economic Matters Committee
Maryland General Assembly
Annapolis, MD 21401

**RE: SB 0387 – Food Retailers and Third-Party Food Delivery Service Providers -
Dynamic Pricing and Personal Data – FAVORABLE WITH AMENDMENTS**

Dear Chair Valderrama, Vice Chair Charkoudian, and distinguished members of the Economic Matters Committee:

On behalf of Uber, thank you for the opportunity to testify in support of SB 0387. We honor the sponsor's intent with this bill and share the legislature's goal of preventing predatory and discriminatory pricing. However, we respectfully recommend narrowing the bill's scope to the pricing of goods. This adjustment ensures grocery prices remain affordable and fair for all Marylanders while protecting the essential logistics that make delivery possible.

On Uber Eats, grocery partners—from local family-owned stores to national chains—set their own item prices. Item prices are never personalized or dynamic in order to charge customers more, and customers ordering the same item from the same store at the same time will see the same price. We do not use protected characteristics (such as race, gender, or disability status) or location to determine item pricing, and we support legislation banning such discriminatory practices.

Because grocery delivery is a location-based service, customers pay separate fees that are distinct from the cost of the goods. Location-based services are priced in a necessarily dynamic fashion based on objective factors including the location of the customer, courier, and merchant in order to fulfill orders and pay couriers for their work. This is standard practice for any logistics provider – including government services like the U.S. Postal Service and Amtrak – where the start and end points of a trip dictate the cost. On Uber Eats, whether a trip is two miles or ten affects user costs and courier earnings. Uber is committed to transparency, and customers always see the total cost prior to placing an order.

If focusing the bill on the price of goods is not feasible, then at a minimum, we recommend ensuring that companies are allowed to use customer location data in order to facilitate deliveries. Eliminating the ability to use location data to ensure appropriate pricing for location-based services would likely lead to higher base prices across trips as platforms could no longer account for things like supply and demand, or fairly compensate for longer deliveries. This would not only increase costs for every user, but also result in fewer orders

and reduced earnings for couriers. Ultimately, these higher costs are likely to raise costs for Maryland residents already struggling with an affordability crisis, and reduce food access for the low-income families and elderly users who rely on our platform most.

Thank you for your consideration. We look forward to continuing this dialogue with the Committee.

Sincerely,

LaVita Gardner
Manager, Public Policy
Uber Technologies, Inc.