



**House Bill 148 -- *Consumer Protection and Labor and Employment -
Surveillance-Based Price and Wage Setting - Prohibition***
House Economic Matters Committee
February 10, 2026
Oppose

The Montgomery County Chamber of Commerce (MCCC), the voice of business in Metro Maryland, opposes House Bill 148 -- *Consumer Protection and Labor and Employment - Surveillance-Based Price and Wage Setting - Prohibition*.

House Bill 148 prohibits a person from engaging in surveillance-based price setting. “Surveillance-based price setting” is defined as “the use of surveillance data in conjunction with an automated decision system to offer or inform a customized price for a good or service for a specific individual or group of individuals in the state.”

While the Chamber agrees that protecting consumers across industries through fair and transparent pricing is essential, businesses have expressed concern that the broad or ambiguous use of the term “surveillance-based” may unintentionally include legitimate, privacy-respecting tools that support everyday commercial activity. Many note that “surveillance-based pricing” currently lacks a widely accepted technical or legal definition. For example, common practices such as targeted promotions or loyalty programs could fall within the broad language used in House Bill 148.

Some businesses also worry that the legislation could affect their ability to manage key operational functions that rely on data analytics. An unintended consequence could be a shift toward higher and more uniform pricing if companies are unable to use data to offer discounts, adjust prices efficiently, or respond to demand. Additionally, limiting these technologies may introduce significant operational costs and create uncertainty, potentially making it more challenging for companies to operate competitively in Maryland.

For these reasons, the Montgomery County Chamber of Commerce opposes House Bill 148 and respectfully requests an unfavorable report.

The Montgomery County Chamber of Commerce (MCCC), on behalf of its members, champions the growth of business opportunities, strategic infrastructure investments, and a strong workforce to position Metro Maryland as a premier regional, national, and global business location. Established in 1959, MCCC is an independent, non-profit membership organization.

*Brian Levine | Vice President of Government Affairs
Montgomery County Chamber of Commerce
51 Monroe Street | Suite 1800
Rockville, Maryland 20850
301-738-0015 | www.mcccmd.com*