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March 27, 2026

The Honorable Kris Valderrama  
Chair  
House Economic Matters Committee  
Maryland House of Delegates  
231 Taylor House Office Building  
6 Bladen Street  
Annapolis, MD 21401

*RE: SB 387 - Food Retailers and Third-Party Food Delivery Service Providers -  
Dynamic Pricing and Personal Data (Protection From Predatory Pricing Act)*

Dear Chair Valderrama and Members of the Committee,

On behalf of TechNet, I'm writing to share comments on SB 387.

TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of American innovation by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes more than 100 dynamic American businesses ranging from startups to the most iconic companies on the planet and represents five million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance.

TechNet recognizes that automated decision systems raise complex and evolving policy questions, and our member companies are committed to providing a positive customer experience that is transparent. We do not condone any targeting of consumers based on factors such as religion, race, sexuality, or political affiliation. States across the country have been carefully studying how to balance innovation with consumer protection. The difficulty of getting this right has been demonstrated in other states, where similar proposals were ultimately withdrawn or rejected on a bipartisan basis after months of deliberation.

Our members support fair pricing practices. Data-driven pricing enables lower average prices, better inventory management, and reduced food waste. Our members have invested billions in pricing technology, inventory management, and customer experience systems that rely on data-driven pricing optimization, and have used the technology responsibly for years to improve the consumer experience, lower prices for customers, and enhance competition.

TechNet engaged on the House companion bill and submitted suggested redlines for both the House and Senate legislation. We appreciate the Senate Finance

Committee for engaging constructively with stakeholders on SB 387 and crafting a workable compromise. If this committee chooses to move a pricing bill this session, we urge you to adopt SB 387 in its current form. Thank you and please don't hesitate to reach out with questions.

Sincerely,

*Margaret Durkin*

Margaret Durkin  
TechNet Executive Director, Pennsylvania & the Mid-Atlantic