



Uber Technologies, Inc.
1725 3rd Street
San Francisco, CA 94158
uber.com

March 3, 2026

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

Re: For Information - HB1475 – Consumer Protection - Dynamic Pricing Disclosure and Prohibition on Rent-Setting

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

Thank you for the opportunity to provide testimony on B1475 – Consumer Protection - Dynamic Pricing Disclosure and Prohibition on Rent-Setting. We would like to begin by thanking the Committee leadership and the bill sponsor for their diligent work in addressing pricing transparency for Maryland consumers. While we support the underlying intent of the bill, we are requesting a technical amendment to ensure the legislation achieves its consumer-protection goals without creating unintended confusion.

As currently drafted, the bill's language is broad enough that it could be interpreted to apply disclosure requirements to temporary promotions and discounts. While we understand it was not the intent of the sponsor to regulate standard price reductions, the current ambiguity creates significant operational uncertainty for businesses.

More importantly, applying a dynamic pricing disclosure framework to promotions could unintentionally mislead consumers. Promotions and discounts are fundamentally different from dynamic price increases; they represent a reduction in the amount a consumer would otherwise pay. Forcing these reductions into a disclosure framework designed for base price fluctuations could confuse consumers and disincentivize companies from pursuing opportunities to reduce the price of a good or service. This runs counter to the bill's core purpose.

To ensure the bill remains focused and clear, we propose an amendment that explicitly excludes bona fide promotions, loyalty benefits, and temporary discounts from the definition of "Dynamic Pricing."

Proposed Language:

(A)(5): "DYNAMIC PRICING" MEANS PRICING THAT FLUCTUATES DEPENDENT ON CONDITIONS EXCLUDING PROMOTIONAL PRICING OFFERS, LOYALTY PROGRAM BENEFITS AND SUBSCRIPTIONS, OR OTHER TEMPORARY DISCOUNTS.

As a conforming change to this edit, we also request the deletion of Section (B)(3), as the subject matter would now be fully addressed within the revised definition in Section (A)(5).

We appreciate the Speaker's leadership on this issue and believe these clarifications will make the bill stronger, more enforceable, and more beneficial for Marylanders.

We respectfully urge the Committee to adopt these amendments to ensure that "good news" pricing—like discounts and loyalty rewards—is not inadvertently penalized or muffled by new disclosure requirements.

Sincerely,

LáVita Gardner
Public Policy Manager
Uber