UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C.20580

Office of Commissioner
Melissa Holyoak

Concurring Statement of Commissioner Melissa Holyoak

Surveillance Pricing Intermediaries, FTC Matter No#P246202

July , 2024

Today, the Commission authorizes the issuance of orders pursuant to Section 6(b) of the FTC Act[1] seeking information and documents regarding "targeted" or "personalized" pricing that is, pricing based on individualized data. I support issuing these orders, which seek information and documents that may reveal more about the behind-the-scenes work of data brokers and other data intermediaries. A report on these issues may provide valuable insight about data practices to the public, to the Commission as it pursues enforcement actions, and to Congress as it considers privacy legislation.

I write separately with two concerns. w7]TJ EMC90 Td [(i)]TJ [(i)]T (ns)262 Td [(t)-pricing" That is