



Office of Commissioner
Melissa Holyoak

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

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 Act¹ 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 business practices 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 w/7]TJ EMC90 Td [(i)]TJ [(i)]T (ns)262 Td [(t)-pricing]at The st
