

The Honorable Anna Caballero
Chair, Senate Appropriations Committee
State Capitol, Room 412
Sacramento, CA 95814

RE: AB 446 (Ward) – Surveillance pricing – SUPPORT

Dear Chair Caballero,

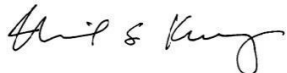
Omidyar Network, a California based philanthropic and investment organization committed to elevating humanity's interests and role in how technology is governed and held accountable, supports AB 446, which would prohibit the use of "surveillance pricing" where a business offers a customized price for a good or service for a specific consumer or group of consumers, based on consumers' personal information collected through electronic surveillance technology.

Omidyar Network's philanthropic and investment efforts have continued for more than two decades and stem from our founder's work at two great California companies, PayPal and eBay. We envision a world where our shared humanity steers our digital future. So far, we have committed more than \$1.94 billion to initiatives that share our vision.

AB 446 focuses on a critical issue of ensuring that consumers are not unfairly targeted with pricing strategies that take advantage of their personal information. The result of surveillance pricing, as defined by the bill, could create a scenario where a certain consumer pays more for a good or services than another consumer, simply based on the personal information collected about that consumer. The value of a good or service should be based upon the cost of producing that good and the market value, not the strategic use of personal information to granularly determine the price for an individual consumer.

California has made great strides in providing consumers with more power over their personal information. Despite this, the collection and use of personal information is still persistent throughout the economy. Consumers should not be penalized by being charged a higher price based upon surveillance of that consumer. AB 446 will ensure pricing strategies are fair and consistent across all consumers. **For these reasons, we respectfully request your support for this important measure.**

Sincerely,



Mike Kubzansky
CEO, Omidyar Network

cc: Assemblymember Christopher Ward
Members, Senate Appropriations Committee