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Testimony of Rep. Parnell Terry in support of
**LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain
Consumer Goods**
Before the Joint Standing Committee on Housing and Economic Development

Senator Curry, Representative Gere and esteemed members of the Housing and Economic Development Committee, my name is Parnell Terry and I represent House District 108, which includes part of Gorham. I am submitting testimony in support of **LD 1597, An Act to Prohibit the Use of Dynamic Pricing for Certain Consumer Goods**.

Dynamic pricing refers to the practice of changing the price for a good or a product based upon demand, the weather, consumer data or other similar factors including an artificial intelligence-enabled pricing adjustment. Dynamic pricing is a business practice that opportunistically manipulates prices to the detriment of the consumer.

For example, under this bill, grocery stores like Hannaford and Shaw's would be prohibited from intentionally surging prices during their busiest times, like during the hours of 4-7 p.m. on weekdays when many people stop by to pick up food for dinner after work. Fast food chains like Wendy's and McDonald's would also be prohibited from charging extra based on popular time windows for customers.

The measure would not affect goods and products where there is a longstanding best practice to set prices by market conditions, such as seafood.

LD 1597 safeguards consumers' privacy and prevents businesses from taking more money out of consumers' pockets through market manipulation and abusive practices. It also protects small businesses that do not have access to dynamic pricing tools and could be placed at a disadvantage when big corporations use them to gain further dominance over the market.

This legislation will help everyday Mainers who are already being hurt by the rising cost of living. LD 1597 protects consumers' by preventing corporations from taking advantage of them by using new technology to engage in this type of price gouging.

I thank Rep. Malon for bringing LD 1597 forward and urge you to support the bill.