

News

GOLI MAHDAVI DISCUSSES NEW JERSEY'S SURVEILLANCE PRICING STATUTE IN BLOOMBERG LAW

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Goli Mahdavi, BCLP Partner and Global AI Lead, was quoted in [Bloomberg Law](#) following her presentation at the IAPP Privacy. Security. Risk. + AI Governance Global conference in Seattle.

She discussed surveillance pricing laws and how pricing practices could become the next litigation frontier, touching on New Jersey's surveillance pricing statute, which takes effect next year.

"The law classifies all violations as unlawful practices under the New Jersey Consumer Fraud Act," she said, referring to the state's existing consumer protection law. "So you can anticipate what is to come there."

Meet the team



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