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News

DAVID B. SCHWARTZ DISCUSSES PERSONALIZED PRICING WITH PRIVACY DAILY

Nov 18, 2026

David B. Schwartz, a partner in BCLP's Antitrust, Competition and Trade practice, recently discussed personalized pricing trends and enforcers attention to it with Privacy Daily.

In the article, David noted attention on personalized pricing was already high and would only increase going forward. David told Privacy Daily that he believes the FTC will take additional action in 2027, since the issue "sits at the center of privacy, competition, and technology issues, all of which have been major topics in both national and local elections over the last few years."

He added it "will be interesting to see whether the FTC tries to take a ‘big swing’ at a personalized pricing case against a nationally known company, or whether it tries to ‘hit a single’ to perhaps create helpful precedent later on by bringing a narrower personalized pricing case that is against a less well-known company."

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Meet the team



David B. Schwartz

Partner, Washington, D.C.

david.schwartz@bclplaw.com
+1 202 508 6086

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