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DANIELLE KAYS DISCUSSES FTC'S PROPOSED PERSONALIZED PRICING DISCLOSURE RULE

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In an interview with *CoStar*, **Danielle Kays** discussed the FTC's proposed personalized pricing disclosure rule and how it could affect hotels, noting the important distinction between personalized pricing and dynamic pricing.

"Personalized pricing takes into account what's unique to an individual. That could include browser history, location, shopping habits or other data. Businesses use that personal information to set a price specific to that individual that's not necessarily related to supply and demand," said Danielle. "The proposed disclosure rule is just that: disclosure. The FTC is not trying to prohibit personalized pricing. If you accurately and completely tell someone that a price is based on their purchase history, that would be enough to pass the disclosure," she added.

To read the article visit [*CoStar*](#).

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Danielle Kays

Partner

312.260.4751

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