

Support the Ban on Surveillance Pricing: EX33.33

Dear Mayor Chow and Members of Toronto City Council,

I am writing in support of Making Grocery Prices Fair: Banning Surveillance Pricing in Toronto. I support this motion to ban surveillance pricing because everyone deserves to pay a fair price for essential goods, regardless of who they are or where they live. In today's affordability crisis, companies should not be using personal data, such as your location, shopping habits, or online activity to charge different prices for the same product.

This practice impacts everyone. Even if you're fortunate enough to find affordable housing in a higher-income neighbourhood, your postal code or other personal information could result in you paying more at the checkout. Pricing should be based on the product, not on an algorithm's assessment of what it thinks you can afford.

This motion takes a balanced approach by directing City staff to explore every available legal mechanism to regulate or prohibit surveillance pricing, improve transparency, strengthen consumer protections, and work with provincial and federal partners to close legislative gaps. At a time when families are already struggling with the rising cost of living, we should act to ensure fairness, protect privacy, and prevent predatory pricing practices.

Sincerely,

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