

SURVEILLANCE PRICING AND ACCESSIBILITY

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What is Surveillance Pricing ?

Did You Know You Might Be Paying More Online Than Someone Else?

Not because of supply and demand.

But because of:

- Your data profile
- Your purchasing patterns
- Your digital footprint

Research audits show online platforms sometimes display different prices

- Based on location, browsing history, or device type
- Example: Travel websites showed higher hotel prices to Mac users (2012 study)
- Researchers found geographic price variations in e-commerce platforms



Surveillance Pricing

- Uses browsing history, location, device type, purchasing behavior.
 - Algorithms predict willingness to pay.
 - Often invisible to consumers.
 - Raises concerns about transparency and fairness.



Surveillance Pricing

USES THE
CONSUMERS
DATA

PREDICT
WILLINGNESS TO
PAY

INVISIBLE TO
CONSUMERS

CONCERNS ON
TRANSPARENCY
AND FAIRNESS

Why this is matter beyond shopping?

Data-driven pricing reshapes digital markets.

Personalization may create hidden economic discrimination.

Access to digital services may become unequal.

Why Domain Names Matter

Enable digital identity and online participation

Support business, speech, and innovation

Are foundational digital infrastructure.

ICANN's Role in the DNS Ecosystem

• COORDINATES THE GLOBAL DOMAIN NAME SYSTEM (DNS).

MANDATE: STABILITY, SECURITY, INTEROPERABILITY

DOES NOT REGULATE RETAIL PRICING

SHAPES CONTRACTS, COMPLIANCE, AND DATA GOVERNANCE FRAMEWORKS.



Infrastructure Governance and Market Behavior



INFRASTRUCTURE RULES INFLUENCE
COMMERCIAL PRACTICES.

DATA GOVERNANCE AFFECTS PERSONALIZATION
CAPACITY.

MARKET CONCENTRATION IMPACTS PRICING
STRATEGIES.

General Recommendations



Increase transparency in algorithmic pricing.

Require disclosure of personalized pricing.

Promote data minimization principles.

Encourage independent algorithmic audits

Accessibility as a Public- Interest Concern

Monitor renewal pricing impacts on small actors

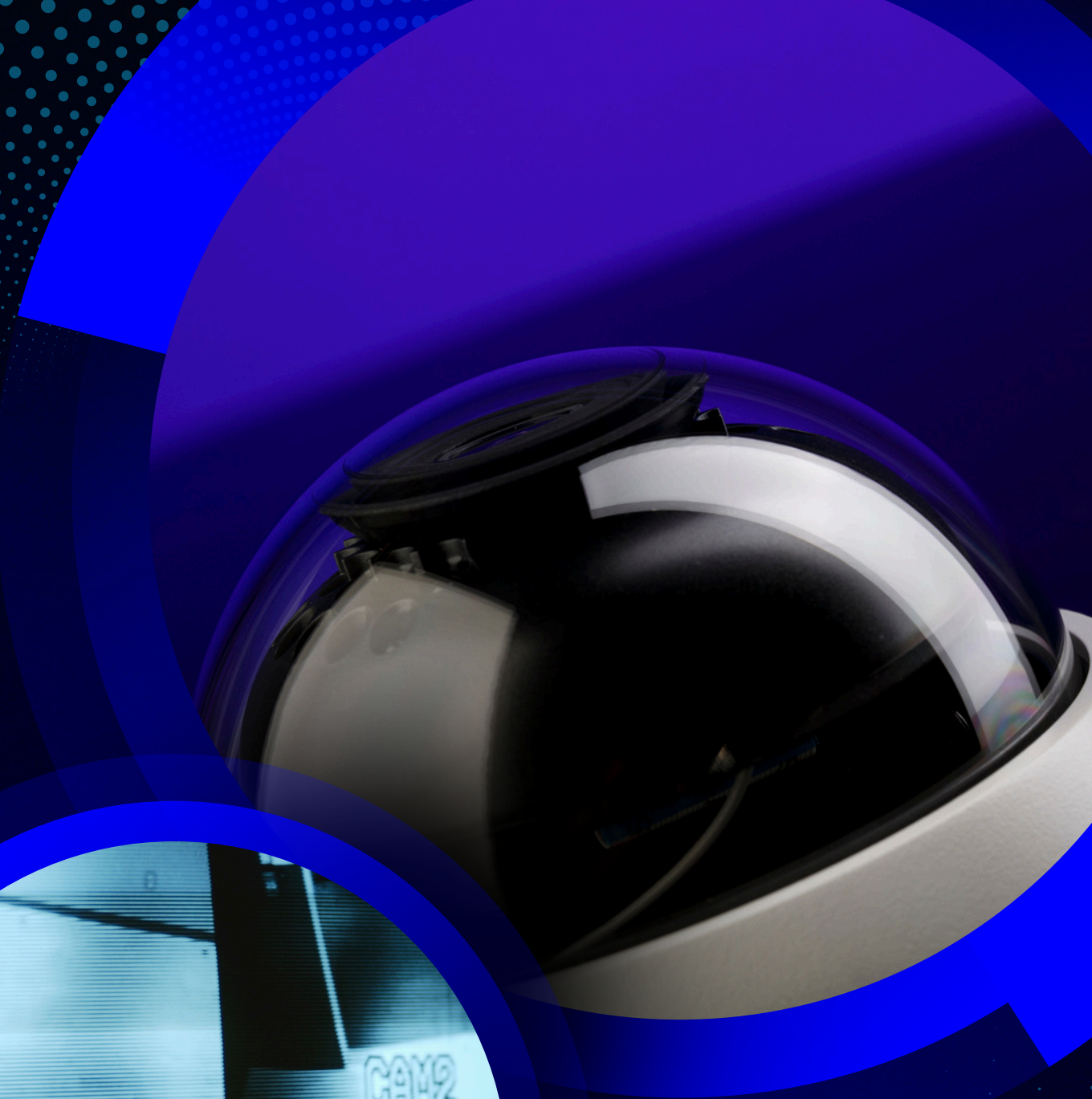
Encourage clear disclosure of bundled DNS services.

Consider equity impacts in policy development



Public Interest Actors Supporting These Recommendations

- ALAC: Raises user accessibility & fairness concerns.
- NCSG: Advocates transparency & human rights in data governance.
- GAC: Aligns DNS policy with consumer protection standards.
- CCT Review: Evaluates competition & affordability impacts.
- Multistakeholder collaboration strengthens accountability.



Conclusion & Reflection

ICANN does not regulate prices.

- But it governs the architecture of digital markets.
- Data governance increasingly shapes economic opportunity.
- Can infrastructure governance remain neutral?



THANK YOU!

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