

**Question for written answer E-003074/2023
to the Commission**
Rule 138
Biljana Borzan (S&D)

Subject: Price personalisation

Price personalisation can take several different forms: first-degree personalisation (based on the personal characteristics of individual consumers); second-degree personalisation (based on product quantity, e.g. when several items are sold together in a single package); and third-degree personalisation (based on membership of a market segment or consumer group, e.g. a student discount). Moreover, it can be presented as a different price or a personalised discount.

Given consumers' general rejection of personalised pricing, regardless of whether they are being offered lower or higher prices, and the likelihood of such practices being to the overall detriment of consumers, the possibility of prohibiting personalised prices in the form of first degree price discrimination when they lead to a price higher than the regular price might be considered. As price personalisation is expected to become more widespread in the near future, the phenomenon needs to be regulated further.

1. Is the Commission considering this option?
2. What efforts is the Commission taking to better enforce existing legislation in this area?

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