

Webinar

Dynamic Pricing in Digital Consumer Markets: Risks, Fairness and Enforcement

12 February 2026 | 2 – 3.30 p.m. (CET)

Online

Programme Timetable

12 February 2026

14.00 – 15.30

Online – Register [HERE](#)

Dynamic Pricing in Digital Consumer Markets: Risks, Fairness and Enforcement

This webinar will examine dynamic pricing in digital consumer markets — pricing systems in which the amount paid can change rapidly in response to real-time market conditions such as demand, availability/capacity and timing.

It will explore key consumer protection questions, including transparency and disclosure, price changes during the purchasing journey (e.g., “virtual queues”), consumer perceptions of fairness, and the relationship with adjacent practices such as price personalization.

The webinar will also consider practical implications for policy and enforcement, including detection and evidence gathering, and approaches to ensure consumers can make informed choices and are protected from unfair or misleading practices.

14.00 – 14.05 [Welcoming remarks](#)
Valentina Rivas, Programme Management Officer, UNCTAD

Moderation by

Prof. Christine Riefa, University of Reading and Academic Coordinator, UNCTAD informal working group on consumer protection in ecommerce

14.05 – 15.05

Presentations by

Mateusz Grochowski, Associate Professor of Law, Tulane University School of Law

Simon Jones, Project Director, Competition and Markets Authority (CMA), United Kingdom

Derek Kravitz, Deputy Editor, Special Projects, and **Grace Gedy**, Policy Analyst, Artificial Intelligence, Consumer Reports, United States of America

Representative from Which?, United Kingdom (TBC)

15.05 – 15.20

Questions and answers

15.20 – 15.30

Conclusions by

Prof. Christine Riefa, University of Reading and Academic Coordinator, UNCTAD informal working group on consumer protection in ecommerce, and **Valentina Rivas**, Programme Management Officer, UNCTAD