



U.S. Department
of Transportation

OFFICE OF THE
GENERAL COUNSEL

1200 New Jersey Avenue, S.E.
Washington, D.C. 20590

Office of the Secretary
of Transportation

June 1, 2026

Mr. Eden Iscil
Senior Public Policy Manager
National Consumers League
1701 K Street, N.W., Suite 1200
Washington, D.C. 20006
edeni@nclnet.org

Dear Mr. Iscil:

Thank you for the letter to Secretary of Transportation Sean Duffy dated April 24, 2026, which you submitted on behalf of the Center for Digital Democracy, Consumer Action, Consumer Federation of America, Electronic Privacy Information Center, FlyersRights, National Consumers League, and U.S. PIRG. The Secretary asked me to respond on his behalf.

The letter raised concerns regarding airline dynamic pricing structures and the potential use of consumer data and artificial intelligence to determine airfares. In the letter, the consumer organizations requested that the U.S. Department of Transportation (DOT) investigate these pricing strategies, particularly potential individualized or personalized pricing.

The Department is committed to ensuring that passengers are treated fairly. We agree that the issues raised are of critical importance. As you noted, Secretary Duffy has previously expressed serious concerns regarding AI-driven pricing and the potential for airlines to individualize ticket costs based on factors such as consumer identity or income. While U.S. airlines generally maintain the authority to set their own prices, routes, and services for domestic air transportation under the Airline Deregulation Act, the Department can take action if the pricing behavior is an unfair or deceptive practice. DOT's Office of Aviation Consumer Protection accepts air travel service complaints and uses these complaints to track trends or spot areas of concern that warrant further action. We encourage consumers who encounter unfair pricing experiences to submit complaints to DOT at <https://airconsumer.dot.gov/consumer/s/oacp-form>.

Thank you again for bringing these matters to our attention. If any of the organizations would like additional information, please feel free to reach out at any time, or your staff may contact Blane Workie, Assistant General Counsel for the Office of Aviation Consumer Protection, at

Sincerely,

Gregory Zerzan
General Counsel