

Partner Huiyi Chen Discusses Insuring Against Antitrust Actions Targeting Pricing Algorithms

Publications

March 17, 2025

In an article and conference for the *American Bar Association*, Partner Huiyi Chen discussed the recent trend of antitrust actions targeting pricing algorithms and related insurance coverage issues.

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Huiyi's article in *ABA Journal*, "Insuring Against Antitrust Actions Targeting Pricing Algorithms, Case Updates," highlights the importance of insuring against recent trends of antitrust litigation and enforcement action targeting pricing algorithms, specifically in the hospitality and real estate industries.

"For companies and industries that rely heavily on third-party revenue management tools and pricing algorithms for their business, it is advisable to review with their insurance brokers and coverage counsel the existing policies to determine whether and how much coverage is available against any potential antitrust actions, and consider securing adequate coverage at policy renewals," Huiyi wrote.

Huiyi also spoke at a roundtable at the *American Bar Association's* Insurance Coverage Litigation Committee Conference on March 7 titled "Algorithmic Pricing: Emerging Risks in Consumer Protection and Antitrust Disputes and Insurance Response."

The roundtable discussed emerging risks related to the use of AI or non-AI-based algorithms in pricing and how the insurance market is responding to them.

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