

# Congress of the United States

Washington, DC 20515

April 21, 2026

Joanna Geraghty  
Chief Executive Officer  
JetBlue Airlines  
27-01 Queens Plaza North  
Long Island City, New York, 11101

Dear Ms. Geraghty,

We are writing to request information about JetBlue’s potential use of surveillance-based price setting, or the practice of using customer data and, often, artificial intelligence to inform personalized prices.

On April 18th, JetBlue’s X account suggested a customer try clearing their “cache and cookies or booking with an incognito window” after the customer complained about a \$230 increase in their ticket price after only one day.<sup>1</sup> The customer said they were trying to “make it to a funeral.” While JetBlue claimed in the wake of this post that fares are not “determined” by cached data or other personal information,<sup>2</sup> this exchange still raises questions about how JetBlue sets prices — specifically, how JetBlue is defining personal data and whether personal data is used in any capacity to inform prices. We are especially concerned that customers could be charged different prices for the same flight based on their need for travel, such as attending a funeral.

We ask that you please provide answers to the following questions by **Thursday, April 30th, 2026**:

1. Can a customer’s web browser data — or a customer’s browser cache or cookies — influence the price they are offered for a flight? Can searching for a flight in an “incognito” browser window affect the price offered to that customer?
2. Does JetBlue contract with any companies that specialize in using individualized data to recommend price levels?
3. Does JetBlue use artificial intelligence to set prices? Does JetBlue set prices in whole or in part based on suggestions from a third-party company that uses artificial intelligence to inform price levels? If so, how?
4. What specific data sources, platforms, channels, or other sources does JetBlue utilize to obtain data on customers? Specifically, does JetBlue collect data from other applications, including web browsers or mail applications?
5. What data is JetBlue collecting on customers? How long does JetBlue store the data it collects? What customer data, if any, does JetBlue purchase from third parties? If third-party customer data is purchased, how does JetBlue use this data? Is third-party data, if purchased, used for pricing?
6. Does JetBlue use customer data to set personalized or differential price offers? If so, how often is this practice used? How many customers are impacted by this pricing model?
7. How does JetBlue define “personal” data? JetBlue’s online Privacy Policy defines “personal information” as mailing address, email address, telephone contacts, etc.<sup>3</sup> However, if JetBlue is tracking the browsing, shopping, and purchasing habits of a customer or potential customer, does JetBlue view such data as “personal information?” Is pricing adjusted according to such habits, based on algorithms

---

<sup>1</sup> JetBlue [@JetBlue], April 18, 2026, <https://x.com/JetBlue/status/2045593704434438431>.

<sup>2</sup> David Shepardson [@davidshepardson], April 20, 2026, <https://x.com/davidshepardson/status/2046273620255678777>.

<sup>3</sup> JetBlue Airways Privacy Policy, Updated June 2025, <https://www.jetblue.com/legal/privacy>.

suggesting that some customers are willing to pay more for flights due to how they interact with JetBlue's website?

Sincerely,



---

Greg Casar  
Member of Congress



---

Ruben Gallego  
United States Senator