

February 3, 2026

Sundar Pichai
Chief Executive Officer
Google
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Mr. Pichai:

I write to request additional information regarding Google's recently announced retail shopping partnerships and plans to integrate its artificial intelligence (AI) model, Gemini, "across the entire shopping journey – from discovery and buying to post-purchase support."¹ I am concerned that these partnerships and Google's integration of a new shopping feature into Gemini could allow Google and its retail partners to exploit sensitive user data to violate consumer privacy and manipulate consumers into spending more and paying higher prices.

On January 11, 2026, you announced Google's partnership with Shopify, Etsy, Wayfair, Target, Walmart, and other retailers to implement a new AI standard termed the Universal Commerce Protocol (UCP), allowing AI agents at different retailers "to talk to each other across every step of the shopping journey."² Google indicated that it plans to integrate UCP into Gemini, allowing users to shop through the Gemini chatbot or through Google Shopping's Gemini feature, such that consumers "will see a buy button directly on Google [services]."³

Google also highlights a "new Google Ads pilot that allows advertisers to present exclusive offers for shoppers who are ready to buy — like a special 20% off discount — directly in AI mode."⁴ And Google plans to expand the scope of these partnerships to provide "[c]apabilities for businesses to provide personalized recommendations and upsells based on user context."⁵

Google's public statements raise many questions regarding what user data will be used to determine product recommendations and prices, how it will be used, and what impact this will have on consumers and prices. Google already possesses unprecedented troves of user search and AI chat data,⁶ and such intimate data could be merged with both user data from other Google

¹ Google, "New tech and tools for retailers to succeed in an agentic shopping era," Vidhya Srinivasan, January 11, 2026, <https://blog.google/products/ads-commerce/agentic-commerce-ai-tools-protocol-retailers-platforms/>.

² Post on X by Sundar Pichai, January 11, 2026, <https://x.com/sundarpichai/status/2010382050570932299>.

³ Google, "The AI platform and the opportunity ahead for retail," Sundar Pichai, January 11, 2026, <https://blog.google/company-news/inside-google/message-ceo/nrf-2026-remarks/>.

⁴ Google, "New tech and tools for retailers to succeed in an agentic shopping era," Vidhya Srinivasan, January 11, 2026, <https://blog.google/products/ads-commerce/agentic-commerce-ai-tools-protocol-retailers-platforms/>.

⁵ Google, "Universal Commerce Protocol (UCP) Roadmap," <https://ucp.dev/documentation/roadmap/>.

⁶ The New York Times, "The Judge's Data Dilemma in the Google Search Case," Steve Lohr, May 30, 2025, <https://www.nytimes.com/2025/05/30/business/google-search-antitrust-data.html>.

services and third-party retailer data to drive consumer behavior in an exploitative manner. For instance, Google could take advantage of sensitive health or financial data shared through Search or Gemini to convince vulnerable users to spend more or to purchase a product from one of their retailer partners instead of a competitor. Indeed, Google has admitted that it will use such sensitive data to help retailers upsell consumers into buying a more “premium” product.⁷

In addition to driving consumer behavior towards more premium products, I am also concerned that Google and its retail partners’ AI agents could leverage user data to display personalized prices, adjusting the price to the highest amount a user is likely to pay based on their shopping, search, and chat history. And by facilitating communication between retailers’ AI agents, Google’s UCP could also result in tacit collusion between retailers to raise prices, as AI agents are given an implicit goal of maximizing profits for their respective platform.

It is further unclear what third-party retailer data is being shared with Google, and vice versa. To make this feature possible, Google has indicated to retailers that its AI agent will have access to users’ accounts with the retailers and “independently plan, reason, and act on [the retailer’s] behalf, under [the retailer’s] supervision.”⁸ While Google’s UCP documentation appears to suggest that users must authorize any data sharing, the documentation further specifies that the ability to choose specifically which retailer data is shared with the AI agent “should be hidden in the consent screen shown to the user.”⁹

Online shoppers have a right to clear explanations on how prices are determined, which products are shown to them, and whether their private data is being used to exploit them. I am deeply concerned that Google could use its AI shopping partnerships to increase profits for Google and its business partners at the expense of consumers’ best interests.

To better understand Google’s plans and to address my specific concerns on this matter, I ask that you provide answers to the following questions no later than February 17, 2026:

1. What user data will Google provide to its UCP retail partners? What Google services will this data be collected from?
 - a. How will Google obtain users’ consent prior to sharing data with retail partners?
2. What user data will Google’s UCP retail partners provide to Google? How will Google store and use this data?
 - a. How will Google ensure that these partners obtain users’ appropriate and informed consent prior to sharing data with Google?
3. How will Google merge Gemini chat data with data from UCP retail partners? Will Gemini chat data also be merged with user data collected from other Google services, such as Search, Gmail, and Maps?

⁷ Post on X by News from Google, January 12, 2026, <https://x.com/NewsFromGoogle/status/2010852970859270341>.


⁸ Google Cloud, “A new era of agentic commerce is here,” Carrie Sharp and Darshan Kantak, January 11, 2026, <https://cloud.google.com/transform/a-new-era-agentic-commerce-retail-ai>.

⁹ Google, “Universal Commerce Protocol (UCP) Official Specification,” January 11, 2026, <https://ucp.dev/specification/overview/>; Google, “Identity Linking Capability,” <https://ucp.dev/specification/identity-linking/>.

4. What user data will be used to determine which products are displayed to users and the prices for those products? Which services was this data collected from?
5. How will UCP retailers determine when to offer “special discounts,” loyalty rewards, and other individualized pricing schemes?
6. What “user context” will Gemini use to provide “personalized recommendations and upsells”?¹⁰
 - a. Will “user context”¹¹ include sensitive user data such as location, financial data, health data, or private communications such as email?
7. Will either Google or its retail partners display individualized or personalized product prices (such that individuals are shown different prices based on their data) as part of UCP?
 - a. If not, how will Google ensure that its retail partners are not engaging in personalized pricing or other forms of price discrimination?
8. How will users be informed when Gemini suggests a product based on upselling objectives, advertising incentives, or sensitive user data?
9. What options do users have to opt out of personalized recommendations or upsells?
10. Given Google’s statement that it “strictly prohibit[s] merchants from showing prices on Google that are higher than what is reflected on [the merchant’s] site,”¹² does Google contractually require retailers to charge the same prices on the retailer’s own site as on Google’s shopping platforms?
11. Given Google Shopping’s history of self-preferencing its own services while demoting competitors,¹³ how will Google Shopping weigh its UCP retailer partners’ products in its search results with consumer products from non-UCP partners?
12. What guardrails will Google implement around its UCP and AI integration within its shopping service? Specifically, what internal auditing and accountability mechanisms will Google implement to ensure AI agent pricing is not deceptive, predatory, discriminatory, or otherwise exploitative?

Thank you for your attention to this important matter.

Sincerely,



Elizabeth Warren
United States Senator

¹⁰ Google, “Universal Commerce Protocol (UCP) Roadmap,” <https://ucp.dev/documentation/roadmap/>.

¹¹ *Id.*

¹² Post on X by News from Google, January 12, 2026, <https://x.com/NewsFromGoogle/status/2010852970859270341>.

¹³ BBC, “EU court rules Google must pay €2.4bn fine,” Tom Gerken, September 10, 2024, <https://www.bbc.com/news/articles/cjw3e1pn741o>.