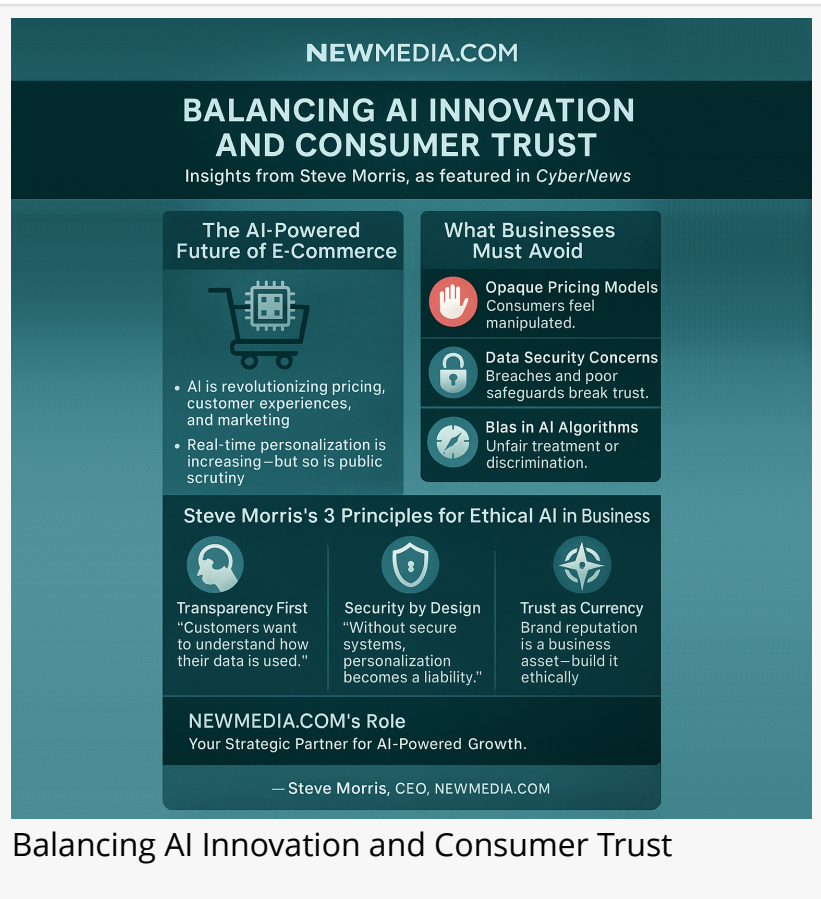


CyberNews Quotes NEWMEDIA.COM's Founder and CEO Steve Morris on AI, Data Ethics, and the Future of E-Commerce Security

NEW YORK, NY, UNITED STATES,
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EINPresswire.com/ -- In an era where artificial intelligence is reshaping the rules of commerce and consumer trust, [Steve Morris, CEO of NEWMEDIA.COM](#), has once again been recognized as a leading voice on the evolving intersection of technology, business, and data ethics.

In a recent feature by CyberNews, a publication known for its rigorous research, independent testing, and fact-checked investigations, Morris is quoted extensively in an article exploring the rise of AI-powered personalized pricing and its implications for consumer trust, e-commerce strategy, and digital security.



NEWMEDIA.COM

BALANCING AI INNOVATION AND CONSUMER TRUST

Insights from Steve Morris, as featured in *CyberNews*

The AI-Powered Future of E-Commerce

- AI is revolutionizing pricing, customer experiences, and marketing
- Real-time personalization is increasing—but so is public scrutiny

What Businesses Must Avoid

- Opaque Pricing Models**
Consumers feel manipulated.
- Data Security Concerns**
Breaches and poor safeguards break trust.
- Bias in AI Algorithms**
Unfair treatment or discrimination.

Steve Morris's 3 Principles for Ethical AI in Business

- Transparency First**
"Customers want to understand how their data is used."
- Security by Design**
"Without secure systems, personalization becomes a liability."
- Trust as Currency**
Brand reputation is a business asset—build it ethically

NEWMEDIA.COM's Role

Your Strategic Partner for AI-Powered Growth.

— Steve Morris, CEO, NEWMEDIA.COM

Balancing AI Innovation and Consumer Trust

Titled "AI Personalized Pricing: At What Cost to Fairness?", the article examines how artificial intelligence enables dynamic, real-time price changes based on a consumer's location, behavior, or even perceived ability to pay.

While these systems offer businesses powerful tools to increase conversions and revenue, they also present serious questions about transparency, fairness, and security - topics Morris addresses head-on.

"Data used in personalized pricing is an incredibly valuable business asset, but it can also

become a reputational liability if not handled with transparency,” said Morris in the article. “Brands that succeed in this next phase of AI-driven commerce will be those that strike the right balance between personalization and trust.”

Morris emphasizes that consumer expectations have evolved in step with technology. Today’s digital customers, especially Gen Z and Millennials, expect not only convenience and personalization, but ethical data use, security by design, and business transparency. Companies that fail to meet those expectations risk losing trust, and ultimately, revenue.

HOW BUSINESSES CAN IMPLEMENT AI-PERSONALIZED PRICING



SEGMENT YOUR AUDIENCE

Identify groups based on behaviors, preferences



UTILIZE AI ALGORITHMS

Analyze data to determine optimal prices



MAINTAIN TRANSPARENCY

Clearly communicate how prices are decided



TEST AND REFINE

Continuously improve for customer satisfaction

How Businesses Can Implement AI-Personalized Pricing

NEWMEDIA.COM as the Strategic Partner for Ethical AI and Scalable Growth

This latest feature reinforces NEWMEDIA.COM’s position as a strategic digital partner for organizations navigating the complex challenges of AI, security, and customer engagement.

Under Morris’ leadership, NEWMEDIA.COM helps clients:



Data used in personalized pricing is an incredibly valuable business asset, but it can also become a reputational liability if not handled with transparency.”

Steve Morris, Founder and CEO of NEWMEDIA.COM

- Design and deploy AI-enhanced e-commerce platforms that don’t just convert, but earn trust.
- Build secure, scalable digital infrastructure that protects both consumer data and brand integrity.
- Leverage automation and machine learning to drive personalization—without crossing ethical boundaries.

• Future-proof their businesses by embracing transparency, ethical data use, and long-term brand equity.

Morris’s insights echo NEWMEDIA.COM’s broader value proposition: blending technical innovation with principled strategy to help brands grow without compromising on trust, fairness,

or security.

Read the full CyberNews article here: <https://cybernews.com/news/ai-personalized-pricing-data-fairness/>

Key Takeaways from the CyberNews Article

- AI pricing isn't just a tech issue; it's a trust issue. Consumers are becoming increasingly aware of how their data is used and demand greater fairness in how it affects their experience.
 - Transparency is now a competitive advantage. Businesses that clearly communicate how and why they personalize pricing will build loyalty in a skeptical marketplace.
 - Data security is non-negotiable. The article highlights that misuse—or even perceived misuse—of customer data can damage reputations faster than any technical vulnerability.
 - Ethical AI is becoming a business imperative. AI systems must be designed with fairness and accountability baked in, not bolted on.
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About NEWMEDIA.COM

NEWMEDIA.COM is an [award-winning digital agency](#) and technology firm specializing in AI search optimization, content ecosystems, [enterprise SEO](#), UX/CX, and digital PR. With locations in Denver, CO, New York, NY, Chicago, IL and 25 cities across North America they build scalable, secure, and growth-oriented platforms for some of the world's most ambitious brands. With a legacy of innovation and a future-focused mindset, the agency blends cutting-edge technology with business strategy to deliver measurable results without compromising on ethics, trust, or transparency. Whether it's AI, e-commerce, branding, or automation, NEWMEDIA.COM helps clients succeed at the speed of the digital age.

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