You have something somebody wants. Should you give it conditionally or unconditionally? Of course conditionally means numerous things, perhaps for a service or a product, or for money. This is impersonal exchange, you have no specific sympathy with this person they have no need to give you any information because you will only exchange for something that makes you better off.

However as this person reveals more and more information to you, your sympathize or unsympathize, you might charge them more or less; more because you think they can afford it, or less because you sympathize with them. Clearly if you eventually sympathize sufficiently with them eventually you might be willing to give it to them for free, heck maybe give it to them and be willing to incur a cost to give it to them.

As such ones OWN sympathy or ones own imagination plays the mediating role between market and non-market transaction. Here we can have some intuition of how a society without money would work indeed in such a society, the rich person has no advantage over the poor person, they must both compensate you in services.