

Press Coverage | April 22, 2026

Companies Face New Enforcement Risks Under Kids' Privacy Update

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[Shelby E. Dolen](#)

Shelby Dolen, an associate in Troutman Pepper Locke's Privacy + Cyber Practice Group, was quoted in the April 22, 2026 *Bloomberg Law* article, "[Companies Face New Enforcement Risks Under Kids' Privacy Update.](#)"

- "They're really emphasizing that they want parents to have greater, separate control over disclosures like advertising," said Shelby Dolen, an associate at Troutman Pepper Locke.
- ...
- "The big takeaway is that state attorneys general have that ability, so companies should be prepared for enforcement there as well," Dolen said.

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