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# Massachusetts AG Advisory Opinion Has Implications for Private Equity Firms' Use of AI

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Troutman Pepper's latest white paper explores the heightened focus on artificial intelligence (AI) by various state attorneys general (AGs), particularly in relation to data privacy laws, consumer protection statutes, and anti-discrimination laws. It also delves into the recent advisory opinion issued by the Massachusetts AG's office, which provides guidance on how existing laws apply to AI.

This paper provides an in-depth analysis of the increasing scrutiny AI is receiving from AGs across the U.S. As AI continues to be integrated into consumer-facing businesses' decision-making processes and business models, understanding the potential legal implications is crucial, especially for private equity firms and others in the investment sector.

We hope you find this information valuable and encourage you to reach out to us with any questions or concerns.

[Click here to read the white paper.](#)

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