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# States' Privacy Concerns Multiply as Streaming Platforms Boom

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[Samuel E. "Gene" Fishel](#)

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Gene Fishel, counsel in Troutman Pepper Locke's Regulatory Investigations, Strategy + Enforcement Practice Group, was quoted in the November 12, 2025 *Bloomberg Law* article, "[States' Privacy Concerns Multiply as Streaming Platforms Boom](#)."

"This is an alert to companies. They need to be on top of having clear opt-out measures, having clear notices as to how you're using data, especially when we're talking about children, and also making sure they're implementing age-verification measures to make sure that they're identifying child users," said Gene Fishel, member of Troutman Pepper Locke's regulatory investigations, strategy and enforcement practice.

"This is not going to be the last time we're going to see these types of actions," Fishel, former senior assistant attorney general in Virginia, added.

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"It's not supposed to be that labor intensive," Fishel said. "It needs to be more of a one-click thing."

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"There's a lot of data that's collected in streaming services," Fishel said, pointing to viewing habits and personal details that are gathered as users create profiles. That information can be sold or used to narrowly target advertising.

"That's how they're making more revenue: by targeting," he added.

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