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## Texas AG Using State's Formidable New Privacy Law to Tame Corporate Titans

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Samuel E. "Gene" Fishel

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Gene Fishel, a partner in Troutman Pepper Locke's Regulatory Investigations, Strategy + Enforcement (RISE) Practice Group, was quoted in the April 11, 2025 *Law.com Corporate Counsel* article, "[Texas AG Using State's Formidable New Privacy Law to Tame Corporate Titans.](#)"

"Any lawyer who is counseling companies on privacy measures needs to take notice of Texas," said Samuel Fishel, a Troutman Pepper Locke attorney in Richmond, Virginia, who worked in the Virginia Attorney General's Office for 20 years.

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The thousands of incidents of data breach and cyber crimes have also galvanized the nation to respond, said Fishel said.

"That's really put this issue in the forefront and mobilized legislators and law enforcement to seek ways to protect consumers' personal information," he said, "because the consequences can be dire for a particular consumer."

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