

# Troutman Pepper Locke State Attorneys General Monitor – April 30, 2026

## CONTACTS

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State attorneys general increasingly impact businesses in all industries. Our nationally recognized [state AG team](#) has been trusted by clients for more than 20 years to navigate their most complicated state AG investigations and enforcement actions.

*State Attorneys General Monitor* analyzes regulatory actions by state AGs and other state administrative agencies throughout the nation. Contributors to this newsletter and related [blog](#) include attorneys experienced in regulatory enforcement, litigation, and compliance. Also visit our [State Attorneys General Monitor microsite](#).

Contact our State AG Team at [StateAG@troutman.com](mailto:StateAG@troutman.com).

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## **Regulatory Oversight Podcast Update**

### **AI State Regulatory Frontiers: How Existing Laws Regulate AI**

By [Ashley L. Taylor, Jr.](#)

In this episode of *Regulatory Oversight*, host Ashley Taylor continues his multipart series on artificial intelligence (AI) with returning guests Gurkan Ay and Andrew Coles of Resolution Economics. Together, they move beyond headlines and hypotheticals to focus on how AI is being regulated today — and what companies should be doing now to manage risk.

[Read more](#)

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## **Single-State AG News**

### **Virginia Becomes Third State to Ban Sale of Consumers' Precise Geolocation Data**

By [Troutman Pepper Locke State Attorneys General Team](#) and [Roshni Patel](#)

On April 13, 2026, Virginia Governor Abigail Spanberger signed [SB338](#) into law, amending Virginia's Consumer Data Protection Act (VCDPA) to prohibit controllers of personal data from selling consumers' precise geolocation data. This ban, which takes effect on July 1, 2026, makes Virginia the third state in recent years to prohibit the sale of such data and reflects a trend that is likely to continue. Somewhat surprisingly, Virginia was the second state, behind California, to enact a comprehensive consumer privacy law and is continuing within that vein with this early

expansion of privacy rights.

[Read more](#)

## **DC Announces Live Nation Will Pay \$9.9M for Alleged Deceptive Ticket Pricing Practices**

By [Troutman Pepper Locke State Attorneys General Team](#)

On April 20, 2026, Attorney General (AG) Brian Schwalb announced that Live Nation, which owns Ticketmaster, will pay \$9.9 million to resolve allegations of deceptive ticket pricing and hidden fees affecting District of Columbia consumers. The [settlement](#) provides millions in refunds to D.C. ticket buyers and requires Live Nation to maintain reforms that ensure upfront disclosure of full ticket prices.

[Read more](#)

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## **AG of the Week**

### **Jonathan Skrmetti, Tennessee**

Jonathan Skrmetti was appointed attorney general (AG) of Tennessee by the Tennessee Supreme Court on August 10, 2022, and was sworn in for an eight-year term on September 1, 2022. Before his appointment, he served as chief counsel to Governor Bill Lee and as chief deputy AG under AG Herbert Slatery, following several years in private practice.

Earlier, Skrmetti was an assistant U.S. attorney in the U.S. Attorney's Office for the Western District of Tennessee and an Honors Program trial attorney at the U.S. Department of Justice.

Skrmetti has also served as a law clerk for Judge Steven M. Colloton on the U.S. Court of Appeals for the Eighth Circuit and taught cyberlaw as an adjunct professor at the University of Memphis, Cecil C. Humphreys School of Law.

Skrmetti holds undergraduate degrees from both the University of Oxford and George Washington University. He then graduated from Harvard Law School, where he served as editor-in-chief of the *Harvard Journal of Law & Public Policy*.

He lives in Franklin, TN, with his wife and four children.

### **Tennessee AG in the News:**

- The Tennessee AG's office is [alerting consumers](#) to fraudulent websites that pose as legitimate classic car and heavy equipment dealers, using sophisticated sites, unusually low prices, responsive communication, videos, and fake business licenses to appear credible, but ultimately stealing victims' money because the advertised vehicles and equipment do not actually exist.
- The Tennessee AG's Office Division of Consumer Affairs announced the [top 10 consumer complaint categories](#)

for 2025 and reported that, through its free voluntary mediation program handling 9,938 formal complaints last year, it helped Tennessee consumers recover more than \$3.6 million related to personal and household purchases.

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## Upcoming AG Events

- May: RAGA | ERC Retreat | Sea Island, GA
- May: NAAG | Spring Consumer Protection Conference | Kansas City, MO
- May: DAGA | Policy Conference | Milwaukee, WI

For more on upcoming AG Events, [click here](#).

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Troutman Pepper Locke's State Attorneys General team combines legal acumen and government experience to develop comprehensive, thoughtful strategies for clients. Our attorneys handle individual and multistate AG investigations, proactive counseling and litigation, and manage ancillary regulatory issues. Our successful approach has been recognized by *Chambers USA*, which ranked our practice as a leader in the industry.

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