

Troutman Pepper Locke State Attorneys General Monitor – August 13, 2026

WRITTEN BY

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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.

TROUTMAN PEPPER LOCKE SPOTLIGHT

2026 STATE AG ENFORCEMENT: KEY FOCUS AREAS FOR THE REMAINDER OF THE YEAR

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

The 2026 attorney general (AG) primary season has largely come to a close, and while the November general elections will ultimately determine the partisan composition of several key offices, the enforcement agenda is already well underway. State AGs have been active across a broad range of industries and issue areas in the first half of 2026 – and the activity shows no signs of slowing. From artificial intelligence (AI) and consumer financial services to privacy, marketing, and advertising, state AGs are filling enforcement gaps left by reduced federal activity and staking out independent regulatory ground. The following is an overview of the key areas where companies should expect continued and intensified state AG scrutiny through the remainder of the year, beginning with an update on the races that will shape the enforcement landscape heading into 2027.

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Single State AG News

NEW JERSEY BANS ‘SURVEILLANCE PRICING’ FOR GROCERIES AND OTHER PRODUCTS

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

On July 23, 2026, Governor Mikie Sherrill signed the Fair Price Protection Act, P.L.2026, c.65 (A4085/4523), into

law, making New Jersey one of the first states in the nation to prohibit the use of consumers' personal data to set individualized prices for certain products. This bill will take effect on August 1, 2027 — although a moratorium on electronic shelf labeling takes effect on February 1, 2027. Several states recently have enacted laws regulating the use of AI and other technologies to establish prices. These laws vary widely in their scope, with some mandating disclosure when certain technologies are used to establish prices, others addressing competitors sharing price-related information through technology, and still others outright prohibiting certain pricing technologies.

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UPCOMING AG EVENTS

- August: AGA | Women's Empowerment Summit | Palm Beach, FL
- August: RAGA | Victory Fund Golf Retreat & Tech Summit | Pebble Beach, CA
- August: NAAG | Robocall Summit | Asheville, NC
- September: RAGA | Senior Staff Retreat | Bluffton, SC
- September: DAGA | Policy Conference | Detroit, MI

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

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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