

Articles + Publications | July 23, 2026

Troutman Pepper Locke State Attorneys General Monitor – July 23, 2026

WRITTEN BY

Stephen C. Piepgrass | Clayton S. Friedman

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

STATES ARE CRACKING DOWN ON ALGORITHMIC PRICING. ARE YOU READY?

By [Clayton Friedman](#), [Ashley Taylor](#), [Namrata Kang](#), and [Kyara Rivera Rivera](#)

Consumer-friendly pricing has long been a priority for state AGs across the country, enforcing against junk fees and negative option practices. Now that focus is expanding to algorithmic pricing, with New York, for example, investigating [Instacart's algorithmic pricing practices](#) and championing a 'One Fair Price' legislative package.

[Read more](#)

REGULATORY OVERSIGHT PODCAST UPDATES

REGULATORY INTELLIGENCE PLATFORM: USING AI AND CURATED DATA TO DEFEND CLIENTS AND ENABLE PROACTIVE COMPLIANCE

By [Stephen C. Piepgrass](#), [David Navetta](#), and [Daniel Waltz](#)

In this episode of *Regulatory Oversight*, host Stephen Piepgrass sits down with colleagues Dave Navetta and Dan Waltz to explore how state AG enforcement is accelerating across privacy, cybersecurity, and artificial intelligence, and to introduce Troutman Pepper Locke's AI-fueled Regulatory Intelligence Platform. The discussion opens with a look at the evolving AG enforcement landscape, examining how state regulators have become more active, coordinated, and consequential for companies operating across the U.S. The group unpacks the inherent

limitations of traditional research tools and data sourcing for responding to the fast-moving privacy, security, and AI enforcement environment and for providing proactive, risk-based compliance.

[Read more](#)

MULTISTATE AG NEWS

STATE AGS REACH NOVEL MULTISTATE SETTLEMENT WITH GENETIC TESTING COMPANY 23ANDME

By [Troutman Pepper Locke State Attorneys General Team](#), [Kaitlin Clemens](#), and [Bianca Nalaschi](#)

On July 14, 2026, a multistate group of 42 state AGs announced a \$150 million settlement with direct-to-consumer genetic data testing company 23andMe related to a 2023 data breach involving 6.9 million customers' data. The actual settlement funds, however, are limited to \$18 million to be split among the states due to related bankruptcy proceedings involving the company. As part of the settlement terms, affected consumers may also file claims for potential monetary restitution. The resolution represents the largest AG multistate settlement involving a breach of consumer genetic data and marks an unprecedented AG intervention in bankruptcy proceedings that will have an impact on similarly situated companies in the future.

[Read more](#)

BIPARTISAN COALITION OF STATE AGS ASKS FCC TO STRENGTHEN RULES AGAINST ILLEGAL ROBOCALLS

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

On July 7, a bipartisan coalition of 49 state AGs sent a letter to the Federal Communications Commission (FCC) urging the adoption of stronger measures to combat illegal robocalls.

[Read more](#)

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.