

Troutman Pepper State Attorneys General Monitor – April 28, 2023

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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.

Contact our State AG Team at StateAG@troutman.com.

State AG Updates

MICHIGAN AG URGES TRUTHFUL ADVERTISING FROM KROGER

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

In March 2023, Michigan Attorney General Dana Nessel's office issued a [letter](#) to Kroger Co., urging the company "to add clear signage to your stores to help consumers understand which eggs, exactly, came from caged chickens." The letter expressed concerns about Kroger's confusing and misleading marketing of caged chicken eggs, stemming from a "[February 2023 Data for Progress: Cracking Down on Kroger](#)" report.

[Read more](#)

NORTH CAROLINA AG WARNS CONSUMERS OF FAKE ONLINE REVIEWS

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

In his most recent [monthly column](#), North Carolina Attorney General Josh Stein shared insights on how customers can avoid falling prey to fake online reviews. Although AG Stein acknowledged that online reviews can be useful when deciding which products to buy or services to use, he cautioned that not all reviews are written by real people. In fact, many highly rated products or services consist of fake reviews, which could inaccurately reflect the quality of a product or service and lead to poor purchasing decisions. According to the statement, in 2021 alone, fake online reviews influenced a staggering \$152 billion in online spending.

[Read more](#)

NEW YORK AG RELEASES DATA SECURITY GUIDELINES ON CONSUMER PERSONAL INFORMATION PROTECTION

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

Drawing from her experience investigating and prosecuting businesses in the aftermath of cybersecurity breaches, New York Attorney General Letitia James [released](#) a [guide](#) to help companies implement effective data security measures that will safeguard the personal information of New York consumers. The guide offers a range of recommendations intended to help companies prevent data breaches and fortify their data security protocols.

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