

Texas Attorney General's Office: Consumer Protection Initiatives

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QUESTION AND ANSWER

Q&A: Background and Policy

- How is the AG selected in your state?
- How is consumer protection organized in your office?
- How are consumer protection priorities set in your office?
- Do you participate in multistate consumer investigations?
- Do you receive consumer complaints?
- Do you perform any complaint resolution role?

Q&A: State-Specific UDAP Law

- What is your primary consumer protection statute?
- Are you able to conduct pre-suit investigations by statute? Which statutes?
- Can you request documents? Take statements? Send interrogatories?
- Are CIDs confidential? Are answers confidential?
- Does your law allow a party to object or set aside?
- How can you enforce compliance?
- Do you have a statute of limitations? If so, what is it?
- Do you have to provide pre-suit notice? If so, what timeframe?

Q&A: Remedies and Other Laws

- What types of settlements can you enter into?
- What is your civil penalty authority?
- Can you obtain restitution? Disgorgement?
- Are there times you don't get injunctive relief? Penalties/payment?
- How are IR terms enforced? What if they are in an AVC?
- Do you have specific laws and remedies for price gouging?
- Do you have specific laws and remedies for auto-renewals?
- Do you have a comprehensive state privacy law?

TOPICAL DISCUSSION: Consumer Protection in 2024

Approaching Consumer Protection Enforcement

- Case Selection
- Investigation vs. Litigation
- Multistate/Other Enforcers
- Legislative Role

Big Tech: Enforcement

- *State of Texas et al v. Google LLC*: Digital Advertising
- *State of Texas v. Meta Platforms, Inc.*: Biometrics
- *State of Texas v. Google LLC*: Biometrics
- *State of Texas v. Google LLC*: Geolocation/Incognito Mode
- *Google Pixel 4 Settlement*
- Other state actions?

Resort Fees: Enforcement

- Settlements: Marriott, Choice, Omni
- Lawsuits: Hilton, Hyatt, Booking Holdings

THANK YOU!



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