

AG Watch: Texas Is Entering New Privacy Enforcement Era

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Partner [Paul Singer](#) authored "AG Watch: Texas Is Entering New Privacy Enforcement Era" for Law360. This article discusses Texas Attorney General Ken Paxton's recent suit against Allstate and Arity, the state's first action under the Texas Data Privacy and Security Act (TDPSA). This suit is the culmination of a long-standing commitment to vigorously enforcing privacy laws in Texas and should be seen as a sign of things to come in the state. This article touches on enforcement history in Texas, the details of the suit, and the broader implications of this enforcement action. There are several important insights that companies and privacy practitioners can take away from this case. As Singer states, "It is imperative to make sure you know what laws apply to your business and that you adapt your practices to stay off of the enforcement radar."

Read the full article [here](#).