

# State AGs and Consumer Protection- What We Learned From ... Hawaii

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Hawaii stands out among the states with a rare dual-entity enforcement structure: both the Attorney General's Office and the Office of Consumer Protection hold authority under the state's consumer protection laws. In this episode, we explore how these agencies coordinate enforcement, the strengths and challenges of overlapping jurisdiction, and the unique legislative and litigation roles each plays. We also dive into Hawaii's UDAP and deceptive trade practices laws, automatic renewal requirements, price gouging restrictions, and key differences between pursuing cases in state versus federal court. For legal, compliance, and marketing teams, Hawaii offers a distinctive look at how consumer protection authority can be shared—and what that means for enforcement risk.

Hosted by Simone Roach. Based on a blog post by [Paul Singer](#), [Abby Stempson](#), [Beth Chun](#), and [Andrea deLorimier](#).