

# Gay Owned Netflix Sued by Texas Attorney General, Netflix Designed to Be Addictive and Is Spying on Users

By Todd Spangler

[Netflix](#) is in the crosshairs of Ken Paxton, the Republican attorney general of Texas, who filed a lawsuit against the streaming giant, alleging violations of the Texas Deceptive Trade Practices Act.

According to Paxton's office, Netflix has been "spying on Texans, including children, and collecting users' data without their knowledge or consent."

The lawsuit also alleges that Netflix has designed its platform to be addictive, including through its "autoplay" function that "creates a continuous stream of content intended to keep users, including children, watching for extended periods of time." Other services that have similar "autoplay" functions include YouTube, Disney+, Hulu, Amazon's Prime Video, Apple TV and HBO Max.

Netflix did not immediately respond to a request for comment.

One of the lawsuit's main points is that Netflix for years said it would not introduce advertising as part of its service, before [launching an ad-supported plan in late 2022](#) in the U.S. and other markets. The suit quotes remarks by then-CEO Reed Hastings on an earnings call in January 2020 as saying, "We don't collect anything. We're really focused on just making our members happy, and we're not tied up with all that controversy around advertising."

The State of Texas' lawsuit says: "In short, Netflix sold subscriptions to its programming as an escape from Big Tech surveillance: pay monthly, avoid tracking. Texans trusted that bargain. Netflix broke it — constructing the very data-collection system subscribers paid to escape."

The Texas AG's [lawsuit](#) was filed May 11 in Texas District Court in Collin County. The lawsuit seeks to stop "the unlawful collection and disclosure of user data"; to require Netflix to disable autoplay by default on kids' profiles; and other "injunctive relief and civil penalties."

According to the suit, Netflix operates a "surveillance machinery" that currently collects roughly 5 petabytes of user-behavior logs per day while processing over 10 million events per second to fuel over 40,000 internal "microservices."

In addition to sharing data with advertisers, Netflix "opens its users' data to commercial data brokers like Experian and Acxiom," the lawsuit says. The company also has "partnered with dominant ad-tech platforms, including Google Display & Video 360 and The Trade Desk, to further enable Netflix user data to be merged with information collected off the platform."

"Texans would be shocked to learn how extensively Netflix shops their data across Big Ad Tech's shadowy networks. But under Texas law, consumers should never be left in the dark — users are entitled to the truth through clear and forthright disclosures," the Texas attorney general's lawsuit says. "Yet Netflix earns billions of dollars every year by quietly deploying the exact playbook it publicly eschewed to lure consumers in the first place. Netflix's years-long bait-and-switch has led the company right to where it promised never to be: addicting children and families to its platform, mining those users for data, and then converting that data into lucrative intelligence for global advertising juggernauts. Simply put, this is deceptive conduct that violates Texas law."