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Christine Savage Co-Authors Adtech Health Data Article in Law360

Christine Savage co-authored, along with Julia Hesse and Sara Rau, the article, "FTC Settlements Widen Efforts to Shield Health Data," in the September 11, 2023 edition of Law360.

The article discusses the recent enforcement actions by Federal Trade Commission (FTC) against regulated healthcare companies – particularly in the areas of mental health, substance use disorder treatment, and reproductive health – using digital tracking technologies to gather user's sensitive information in website or app interactions and share that information with third parties.

The authors' note: "For those who may have thought these enforcement actions would be few and far between, a July 20 joint letter from the FTC and HHS OCR issued to more than 130 hospitals and health care providers makes clear that this area will continue to be at the forefront for the foreseeable future."

As co-chairs of Choate's Healthcare Practice, Julia and Christine regularly counsel clients on enforcement issues, risk management, and the proper use of advertising technology (Adtech) tools in the collection, analysis, storage, and third-party sharing of data collected from website and mobile app users.

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