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Perkins on Privacy

## FTC Claims Sharing User Health Data With Advertising Platforms Is a “Security Breach”

For the first time, the Federal Trade Commission has brought an enforcement action under its 2009 [Health Breach Notification Rule](#) (HBNR). The case was brought against a digital health company, GoodRx Holdings, Inc., for sharing users' health information with third-party advertising platforms without the authorization of the users whose data was being shared.

[Click here to read the full Update.](#)

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