

Podcast Episode

The Akerman Angle: Health Law Rx Podcast—Health Data Privacy and the Use of Online Tracking Technologies—Recent Developments

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In the latest edition of The Akerman Angle: Health Law Rx Podcast, [Healthcare Practice Group](#) Partners [Jordan Cohen](#) and [Betsy Hodge](#) discuss recent regulatory guidance and enforcement activity by the U.S. Department of Health and Human Services Office for Civil Rights (OCR) and the Federal Trade Commission (FTC) with respect to the healthcare industry's use of online tracking technologies. In this podcast, Jordan and Betsy discuss:

- How online tracking technologies work;
- Guidance from OCR and the FTC about how the use of online tracking technologies may lead to impermissible disclosures of individuals' health information;
- Recent enforcement activity by the FTC and OCR; and
- Steps that those in the healthcare industry can take to minimize the risk of regulatory enforcement actions related to the use of tracking technology.

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