

Podcast Episode

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

September 29, 2023

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.

Listen via [Soundcloud](#).

Listen via [Apple Podcast](#).

Related People

Jordan T. Cohen
Elizabeth F. Hodge

Related Work

Healthcare
Healthcare Fraud and Abuse
Healthcare Legislation and Government Affairs
Healthcare Licensure and Compliance
Healthcare Litigation
Healthcare M&A and Joint Ventures

Related Offices

New York
West Palm Beach



The Akerman AngleSM

Health Law Rx Podcast

The Akerman Angle Podcast Disclaimer

This podcast has been prepared by Akerman LLP for informational purposes only and does not constitute legal advice. The information is not provided in the course of an attorney-client relationship and is not intended to substitute for legal advice from an attorney licensed in your jurisdiction. Furthermore, Akerman LLP requests that you do not send confidential information or requests for legal advice via email. We will delete all communications of this nature. The information contained in this podcast is provided only as general information, which may or may not reflect the most current legal developments. These podcasts occasionally contains references to other web pages and sources. The inclusion of such references, however, does not constitute referrals or endorsements of the referenced sources. Akerman LLP specifically disclaims any responsibility for positions taken by listeners in their individual capacities or for any misunderstanding on the part

of listeners of these podcasts or any referenced sources. The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free, written information about our qualifications and experience.