

# Health Advertising and U.S. Privacy Law – What is at Stake?

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Partners [Alysa Hutnik](#) and [Aaron Burstein](#), and Associate [Meaghan Donahue](#), recently published, “Health Advertising and U.S. Privacy Law – What is at Stake?” This article, circulated in the March 2025 edition of *Financier Worldwide*, touches on the shifting legal and regulatory landscape for targeted digital advertising in the healthcare space. It discusses the expansion of restrictions on health data use and the anticipation of new laws and focused enforcement action at the state level, as well as in FTC enforcement priorities. The authors conclude by outlining examples of concrete steps companies can take to reduce their risk of liability under these enforcement trends.

Read the full article [here](#).