

IAB Health Privacy Insights

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Partners [Alysa Hutnik](#) and [Aaron J. Burstein](#), Special Counsel [Alexander I. Schneider](#), and Senior Associate [Andrea deLorimier](#) authored the Spring 2026 edition of the IAB Health Privacy Insights Newsletter. This issue covers the increase in health-related advertising regulations. Specifically, the authors cover legislative developments in Connecticut and New York, and new regulations on "surveillance pricing."

"The now-familiar trend of restricting the use of health data for advertising is intensifying...But participants in the digital advertising marketplace – particularly brands – should be aware of how other advertising regulations and broader political developments surrounding health could affect them." Further, they provide practical recommendations for businesses to mitigate advertiser risk.

Read the full newsletter [here](#).