

Mason Fitch Quoted on Pharma Marketing Lawsuit

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Special Counsel [Mason Fitch](#) was quoted in Freshpaint's blog post, "Pharma Marketing Analytics in a Privacy-First Era: What a Recent Lawsuit Reveals." The post reports on a recent lawsuit against Novartis, claiming that healthcare data from its drug websites was shared with third-party tracking tools. The post goes on to discuss lessons from this lawsuit and strategies companies are taking to remain compliant.

"Advertising in sensitive industries is not impossible, but it requires intentionality," said Mason. "As we see state after state enact more laws governing health data specifically and sensitive data more broadly, the risk will continue to grow."

Read the full blog post [here](#).