



Privacy, Health, and Pixels – What You Need to Know Now

Firm Event

April 19, 2023 from 12:00 pm to 1:00 pm (EDT)

Washington, DC

Webinar

Digital advertising, analytics, and health/wellness-related personal information are very much in the news, with increased scrutiny and enforcement by the Federal Trade Commission (FTC), the Department of Health and Human Services (HHS), requirements under the new state privacy laws, and a wave of lawsuits and demand letters by litigants using wiretap laws tied to third-party pixel tracking.

Please join us for this timely webinar discussion about these recent developments, and what they might mean for business practices going forward (even outside the health space). Our roundtable discussion will include Kelley Drye's Privacy & Information Security chair **Alysa Hutnik**, Advertising and Marketing Law practice chair **Laura VanDruff**, and Privacy Litigation partner **Lauri Mazzuchetti**.

Topics to be discussed include:

- Relevant FTC and HHS enforcement and business guidance
- Applicable state privacy law requirements and considerations
- An update on third-party pixel litigation
- How these developments affect business practices going forward

To view the recording, click [here](#).

Related Services

Privacy and Information Security