



The Expansion of Health Data Privacy Regulation: Washington's My Health My Data Act and Beyond

Firm Event

April 18, 2024 at 12:00 pm (EDT)
Washington, DC
Zoom

The development of health data privacy regulation is accelerating. With all eyes on Washington's My Health My Data Act (MHMDA), retailers, advertisers, and adtech companies are looking at the broad implications of regulating consumer health data. As MHMDA ramps up, and other regulators are focusing on the collection, use, and sharing of health data, all stages of health data governance warrant a closer look.

Join Kelley Drye's Privacy & Information Security practice chair [Alysa Hutnik](#) and partner [Aaron Burstein](#) for a discussion of practical strategies to address some of the key challenges under health data privacy laws:

- Determining what is “consumer health data” or health-related “sensitive” data under comprehensive state privacy laws
- Developing sustainable and holistic processes to manage health data classifications over time
- Preparing health privacy notices and other disclosures
- Understanding consent requirements and the scope of different types of consent
- Building and documenting a health data privacy program

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

To view presentation materials, click [here](#).

Related Services

Privacy and Information Security