



Citizens' Council for Health Freedom

Health Freedom Minute

May 25, 2023

GoodRx Banned from Selling Your Health Data

The federal government is cracking down on impermissible uses of patient data gathered through online tracking technologies, including hospital and clinic websites and the websites of their business associates.

A federal bulletin issued late last year discussed the way websites track you including cookies, web beacons, and fingerprinting scripts that allow the mobile app owner or any third party who receives the information to create individual profiles of you, the app user.

One impermissible use is marketing. The Federal Trade Commission just banned GoodRx from sharing patient data for advertising and fined the company \$1.5 million for sharing patient data after they had told their customers that they would not share the data. Expect the crackdowns to continue.

“FTC’s enforcement action against GoodRx unveiled a new regulatory threat. Should digital health apps be concerned?” Rebecca Pifer, HealthcareDive, February 13, 2023: <https://bit.ly/3oj2n6i>

“Use of Online Tracking Technologies by HIPAA Covered Entities and Business Associates,” U.S. Department of Health and Human Services, Last reviewed December 1, 2022: <https://bit.ly/3lrw9Nc>

Presented daily by Twila Brase, President and Co-founder Citizens'
Council for Health Freedom.

*The Health Freedom Minute is now heard in 48 states: Mon-
Fri on more than 870 radio stations nationwide*

cchfreedom.org / info@cchfreedom.org / 651-646-8935