



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Division of Advertising Practices

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is a number of improvements in its  
successful privacy protection for  
notice.

In this regard, staff notes that WebMD has made  
We encourage continual efforts to develop the  
consumers, including adoption of the four widely-accepted fair information practices of

HiEthics and the e-Health Code of Ethics Initiative to establish online health ethical codes and

Sincerely,

Sincerely,

C. Lee Peeler  
Associate Director