

MISSION

FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580

Division of Advertising Practices

November 17, 2000

M. E. Callahan, Esq.

Hogan & Hartson LLP

555 Thirteenth Street, NW  
Washington, DC 20004-1100

inc. (allHealth.com)

Re: iVillage, Inc.

Dear Ms. Callahan:

On November 17, 2000, the Federal Trade Commission conducted an investigation of the advertising practices of iVillage, Inc. (iVillage) and its affiliates. The investigation was conducted pursuant to the Commission's authority under the Federal Trade Commission Act, 15 U.S.C. § 57a, and the Commission's rules of procedure, 16 C.F.R. § 2.101. The Commission is currently reviewing the results of the investigation and may take further action if warranted.

regard... staff notes that iVillage has indicated that it intends to make a number of... In this r...  
continued efforts to develop... information in its... With... privacy policy... we encourage...  
information practices of notice, choice, access and security... that...  
on the health and well-being of our patients...

Sincerely,



C. Lee Peeler  
Associate Director

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