

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen
 Terrell McSweeney

In the Matter of

**HENRY SCHEIN
PRACTICE SOLUTIONS, INC.,**

DOCKET NO. C-

included new capabilities, including a form of data protection that Respondent advertised as “encryption.”

6. Dentists use Dentrix G5 to collect and store patients’ personal information. The personal information can consist of sensitive information about patients, including, in some instances:

name, address, telephone number, Social Security number, date of birth, driver’s license number, email address, web user ID and password, picture, name of insurance providers, clinical notes, prescriptions, and diagnoses.

7. As early as November 2010, the database engine vendor informed Respondent that the form of data protection used in Dentrix G5 was a proprietary algorithm that had not been tested publicly, and was less secure and more vulnerable than widely-used, industry-standard encryption algorithms, such as Advanced Encryption Standard (“AES”) encryption.

8. Prior to releasing Dentrix G5, Respondent was aware that the Department of Health and

- D. “With the release of Dentrax G5, Dentrax now stores information in an SQL database, which delivers several distinct benefits for your practice, including

dentist may misinform patients about their risk of identity theft by telling them that the lost data was “encrypted.”

16. Finally, in January 2014, following a series of online media reports criticizing the company’s failure to amend its encryption claims, Respondent published the following statement in the Spring 2014 issue of Dentrix Magazine:

“Available only in Dentrix G5, we previously referred to this data protection as encryption. Based on further review, we believe that referring to it as a data masking

23. The acts and practices of Respondent as alleged in this complaint constitute unfair or deceptive acts or practices, in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this ___ day of ____, ____, has issued this complaint against Respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: