

UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Joseph J. Simons, Chairman  
Noah Joshua Phillips  
Rohit Chopra  
Rebecca Kelly Slaughter  
Christine S. Wilson

\_\_\_\_\_)  
*In the Matter of* )  
)  
Medable, Inc. )  
a corporation. )  
)  
)  
\_\_\_\_\_)

DOCKET NO.  
DECISION AND ORDER

furnished to Respondent a draft Complaint. BCP  
e Commission for its consideration. If issued by the  
ge Respondent with violation of the Federal Trade

ated an Agreement Containing Consent Order  
ment includes: 1) statements by Respondent that it  
ns in the Complaint, except as specifically stated in  
rposes of this action, it admits the facts necessary to  
er provisions as required by the Commission's

er and determined that it had reason to believe that  
ommission Act, and that a Complaint should issue  
ission accepted the executed Consent Agreement  
d of thirty (30) days for the receipt and consideration  
considered any comments received from interested  
16 C.F.R. § 2.34. Now, in further conformity with  
ommission issues its Complaint, makes the  
Order:

## **Findings**

1. Respondent Medable, Inc. is a Delaware corporation with its principal office or place of business at 525 University Ave., Suite A70 Palo Alto, CA 94301.
2. The Commission has jurisdiction over the subject matter of this proceeding and over Respondent, and the proceeding is in the public interest.

## **ORDER**

### **Definitions**

For purposes of this Order, the following definition applies:

1. “Respondent” means Medable, Inc., a corporation, and its successors and assigns.

### **Provisions**

#### **I. Prohibition against Misrepresentations about Participation in or Compliance with Privacy Programs**

**IT IS ORDERED** that Respondent and its officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the advertising, marketing, promotion, offering for sale, or sale of any product or service must not misrepresent in any manner, expressly or by implication, the extent to which Respondent is a member of, adheres to, complies with, is certified by, is endorsed by, or otherwise participates in any privacy or security program sponsored by a government or any self-regulatory or standard-setting organization, including but not limited to the EU-U.S. Privacy Shield framework and the Swiss-U.S. Privacy Shield framework.

#### **II. Acknowledgments of the Order**

**IT IS FURTHER ORDERED** that Respondent obtain acknowledgments of receipt of this Order:

- A. Respondent, within ten (10) days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order.
- B. For five (5) years after the issuance date of this Order, Respondent must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for, and all agents and representatives who participate in, conduct related to representing in any manner, expressly or by



America that the foregoing is true and correct. Executed on: \_\_\_\_\_” and supplying the

- C. The Commission may use all other lawful means, including posing through its representatives as consumers, suppliers, or other individuals or entities, to Respondent or any individual or entity affiliated with Respondent, without the necessity of identification or prior notice. Nothing in this Order limits the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

## **VI. Order Effective Dates**

**IT IS FURTHER ORDERED** that this Order is final and effective upon the date of its publication on the Commission's website (ftc.gov) as a final order. This Order will terminate twenty (20) years from the date of its issuance, (which date may be stated at the end of this Order, near the Commission's seal), or twenty (20) years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of the Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. any Provision in this Order that terminates in less than twenty (20) years;
- B. this Order's application to any respondent that is not named as a defendant in such complaint; and
- C. this Order if such complaint is filed after the order has terminated pursuant to this Provision.

*Provided, further*, that if such complaint is dismissed or a federal court rules that Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.