



failed to notify users that it disclosed sensitive health information without authorization, precluding consumers from evaluating accurately for themselves the pros and cons of using GoodRx.

Today's settlement marks the first enforcement matter in which the FTC has invoked the HBNR. I congratulate staff on this important step — the agency rightly is focused on protecting the privacy of sensitive health data and empowering consumers to make informed choices about the goods and services they use. Those on the front lines implementing this mission, our FTC career staff, are dedicated professionals who work across administrations that bring shifting priorities and policies to the agency. Our staff nevertheless consistently

---

---

---

---

---

---

---





wish that my colleagues had recognized previous, similarly important milestones as equally laudable.