



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Secretary

August 15, 2016

Mr. & Mrs. A K Jay Jaiswal
Commonwealth of Virginia

RE: In the Matter of Practice Fusion, Inc., File No. 142 3039

Dear Mr. & Mrs. Jaiswal:

Thank you for your comment regarding the Federal Trade Commission's proposed consent agreement in the above-entitled proceeding. Your comment indicates that you are concerned about Practice Fusion, Inc.'s ("Practice Fusion") public posting of sensitive patient information such as name, address, contact information, date of birth, and/or Social Security number. The Commission shares your concern.

The proposed consent agreement protects consumers' online privacy by prohibiting Practice Fusion from misrepresenting the extent to which it uses, maintains, and protects the privacy and confidentiality of any covered information, including the extent to which covered information shall be made publicly available. In addition, the proposed consent agreement prohibits Practice Fusion from posting online any individually identifiable information from a consumer unless Practice Fusion obtains the consumer's affirmative express consent. We believe these provisions ensure that consumers' privacy is protected going forward. If Practice Fusion violates the Commission's final order, it would be liable for civil penalties of up to \$40,000 per violation, pursuant to Section 5(l) of the FTC Act, 15 U.S.C. § 45(l). As is the case with all Commission orders, Commission staff will closely monitor Practice Fusion's conduct to determine whether any violations occur.

In light of these considerations, the Commission has determined that the public interest would best be served by issuing the Decision and Order in the above-titled proceeding in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary