**1. FTC-Relevant Summary for Medical Apps**

**FTC Act - Key Provisions for App Developers:**

* **Deception and Misleading Claims**: Apps must avoid deceptive claims, explicitly or implicitly, particularly concerning data privacy, health benefits, or app functionality. Transparency about data collection, sharing, and use is essential.
* **Data Security Requirements**: Reasonable data protection is required, which depends on data type and app scale. Sensitive health data must be handled securely, with user rights to privacy explicitly maintained.
* **Data Privacy and Consent**: Any changes in data practices (e.g., new sharing agreements or uses) must be communicated to users, requiring informed and explicit consent.

**FTC Health Breach Notification Rule:**

* **Notification of Data Breaches**: Health app developers not covered by HIPAA but dealing with personal health records must notify users and the FTC if there is a data breach. Media notification is necessary in some cases.
* **Definition of a Breach**: Breaches include unauthorized access, sharing, or use of health information, where app security protocols are compromised.

**COPPA (Children’s Online Privacy Protection Act):**

* **Protecting Children’s Data**: Apps directed to children under 13 must obtain verified parental consent before collecting, using, or disclosing children’s personal data. This includes location data, audio, video, and other identifiers.
* **Data Handling and Deletion Requirements**: Apps must maintain robust data protection measures for children and ensure data is only retained as needed for its intended purpose.

**Opioid Addiction Recovery Fraud Prevention Act:**

* **Prohibition of Deceptive Practices in Health Claims**: Apps focused on substance use disorder treatments must avoid deceptive claims about treatment efficacy.

**2. Key Keywords and Phrases for Compliance Task**

These keywords and phrases are useful for identifying app content that may need regulation:

* **Privacy**: data privacy, consumer privacy, personal data, data confidentiality, health information privacy
* **Data Security**: encryption, data protection, secure data handling, access control, unauthorized access
* **User Consent and Transparency**: informed consent, express consent, user permissions, data sharing agreement, privacy policy
* **Misleading or Deceptive Terms**: misleading claims, fraudulent claims, false advertising, implied promise, health benefit claim
* **Health Information**: identifiable health information, protected health information (PHI), personal health record (PHR), electronic health information (EHI)
* **Breach Notification**: data breach, breach notification, unauthorized data sharing, exposure of health information
* **Children’s Data**: COPPA compliance, parental consent, child data security, minors’ data