

# **News Update on FTC's Application of Safeguards Rule to Software Company**

News Update 7.17.19

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## **Recent FTC Enforcement Actions Should Serve as a Warning to Software Industry Regarding Privacy Practices**

If your company is like most and you have given little or no thought to your company's privacy policy while also collecting data and looking for ways to monetize it, then you may want to rethink how you are operating in light of recent enforcement actions by the FTC in the user data space. The Silicon Valley Software Law Blog addressed these developments in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/recent-ftc-enforcement-actions-should-serve-as-warning-to-software-industry-about-privacy-practices/>

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# **FTC Announces Order Against San Francisco Software Company**

The FTC has issued an order against a San Francisco software company for deceptive and misleading trade practices with respect to the distribution of the software product and with respect to advertising and promotions related to the software product. The Silicon Valley Software Law Blog has provided a brief summary of the complaint and the order issued by the FTC in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/ftc-announces-approval-of-final-order-in-deceptive-app-case-against-vulcan>

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# **FTC Signals to Health Software Companies an Intention to Increase Scrutiny over Advertising Claims**

The FTC has just reached a settlement with Lumos Labs over claims that the company was deceptively advertising the health benefits of its Luminosity software program. The FTC's action

over this issue should serve as a warning to the health software industry regarding how health software companies are advertising their products. The Silicon Valley Software Law Blog further addressed this matter in the following blog post:

<http://www.siliconvalleysoftwarelaw.com/lumos-labs-case-signals-to-health-software-industry-an-intention-by-the-ftc-to-police-advertising-claims>

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## **IP Law 360 Reporter Sara Stefanini Interviews Silicon Valley Life Sciences Lawyer Kristie Prinz for “In Cephalon Case, FTC Hopes for High Court Ruling”**

[Click here to read the article](#)