NEWS RELEASE

Attorney General Mike Hilgers

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AG Hilgers Joins FTC Lawsuit Against Hims and Hers for Deceptive and Unlawful Privacy Practices

Nebraska has joined the Federal Trade Commission (FTC) and four other states in a lawsuit against telehealth provider Hims and Hers. The FTC recently amended its complaint to add the five states as co-plaintiffs.

The amended complaint alleges that Hims and Hers shared consumers' sensitive health information with third-party advertising platforms despite representing that it protected consumers' privacy. It also alleges that Hims and Hers engaged in deceptive billing and cancellation practices, including charging consumers for prescriptions shortly after they submitted an intake form, despite representing that they would have an opportunity to consult with a medical provider to determine the appropriate treatment. Additionally, the FTC alleges that Hims and Hers made it difficult for consumers to cancel their subscriptions.

The complaint alleges violations of the Federal Trade Commission Act, the Restore Online Shoppers' Confidence Act, and Nebraska law.

The complaint was filed in the U.S. District Court for the Northern District of California. The states and governmental entities that have joined the FTC lawsuit include Arizona, Los Angeles County, Utah, Florida, Ohio, and Wisconsin.

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Complaint attached

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