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NEWS FOR IMMEDIATE RELEASE

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Attorney General Josh Kaul Joins Lawsuit Against Hims & Hers for Alleged Deceptive and Unlawful Privacy Practices

The FTC and states allege the telehealth provider shared consumers' sensitive health information with advertisers and misled consumers about billing and cancellations

MADISON, Wis. — Attorney General Josh Kaul is announcing that Wisconsin has joined the Federal Trade Commission (FTC) and six other states in a lawsuit against telehealth provider Hims & Hers Health, Inc. (Hims). The amended complaint alleges that Hims shared consumers' sensitive health information with third-party advertising platforms, despite claiming its services maintain consumers' privacy, and the company deceived users about its billing and cancellation practices.

"Folks should be able to rely on representations that their privacy will be protected," said AG Kaul. "And it's particularly important that they be able to do so with respect to sensitive information about their health."

In the amended complaint, the FTC and states allege that Hims:

- Shared consumers' health information with Meta, Snap and other third parties despite assurances that the information would remain private.
- Failed to clearly disclose that it would charge consumers for prescriptions almost immediately after they submitted an intake form, despite telling consumers that they would be able to consult with a medical provider to find a treatment that was "right for them."
- Made it difficult for consumers to cancel subscriptions.

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- Violated state consumer protection laws in Wisconsin, Arizona, California, Florida, Nebraska, Ohio, and Utah, as well as the FTC Act and the Restore Online Shoppers' Confidence Act.

With the FTC and other states, Wisconsin's legal action seeks not only a permanent injunction but also restitution for affected consumers, civil forfeitures, and costs.

Joining AG Kaul and the FTC in the lawsuit are the attorneys general of Arizona, California, Florida, Nebraska, Ohio, and Utah.

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