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## Federal Trade Commission

President Obama's decision to elevate Commissioner Edith Ramirez to chair the Federal Trade Commission is likely to boost FTC competition enforcement in high tech, particularly concerning acquisitions and perceived abuses of intellectual property rights; data privacy



ers when their data moves between countries with different privacy regimes in the APEC region.”<sup>8</sup>

Companies wishing to take advantage of the APEC CBPR System must undergo an independent third-party certification process that ensures compliance with the privacy rules in the System.<sup>9</sup> Once an organization has been certified as CBPR-compliant, the CBPR System

appropriate, challenge hospital deals and other transactions in health care markets to protect competition.”<sup>17</sup>

### *Conclusion*

In conclusion, it is worth noting again Commissioner Ramirez’s emphasis on evidence-based and data-based

enforcement. Notwithstanding the clear import to her of protecting consumer welfare in health care and high tech markets, we can expect her to take the FTC where the evidence leads. Some of the commentary on the new Chair describes her as “measured,” “trying to get input from all sides,” and “doing her homework.”