

WEARABLE DEVICES AND HEALTH-RELATED DATA.

PEOPLE USE WEARABLE DEVICES TO TRACK AND MONITOR THEIR HEALTH



USER AWARENESS AND KNOWLEDGE

Do users know what data is being collected and processed by wearable devices? What are their safety, security and privacy concerns?

WHY DOES THIS MATTER?

While wearables provide significant individual and societal benefits for monitoring health-related behaviour, the data they collect and process can pose various security and privacy risks.

Privacy Facts

Privacy Score 75
Single user device

Health data is collected, processed and shared with third parties

Do you know that you can OPT-OUT? If you choose to OPT-IN your data will be shared. Do you know who it will be shared with?

Are you happy for your data to be used to model your health? Are you happy to share this data?

Have you been made aware of the risks associated with sharing data?

*Health data can be used to generate a score which can be used to profile individuals and may result in targeting from pharmaceutical companies and profiling for insurance purposes.

HOW EFFECTIVE ARE EXISTING MECHANISMS AT INFORMING USERS ABOUT DATA COLLECTED AND PROCESSED BY WEARABLE DEVICES?

PRIVACY NUTRITION LABELS SEEK TO INFORM USERS ABOUT WHAT HAPPENS TO THEIR DATA

HOW CAN WE EFFECTIVELY INFORM USERS ABOUT DATA FROM WEARABLE DEVICES?



MEDICAL GRADE DEVICES VS. CONSUMER GRADE DEVICES

What are the differences between the health-related data that they collect? Do their respective data protection mechanisms differ?