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## IP 13: DIGITAL HEALTH VS. GDPR

Barcelona, Spain  
Tuesday 13 November 2018

### GDPR – Why is it good for us?



Evidence based GDPR protection from Digital Health Confusion



## GDPR – Why is it good for us?

**Did you know:** Smart TVs go far beyond tracking what you watch. Back in 2013, Samsung pulled data from Your smart TV and sent it to their servers in South Korea. It was a “glitch” in the system... Today, all of the Smart TVs may be listening in to your conversations and even watching you from its built-in video camera and transferring data to corporate servers...



## GDPR – Why is it good for us?

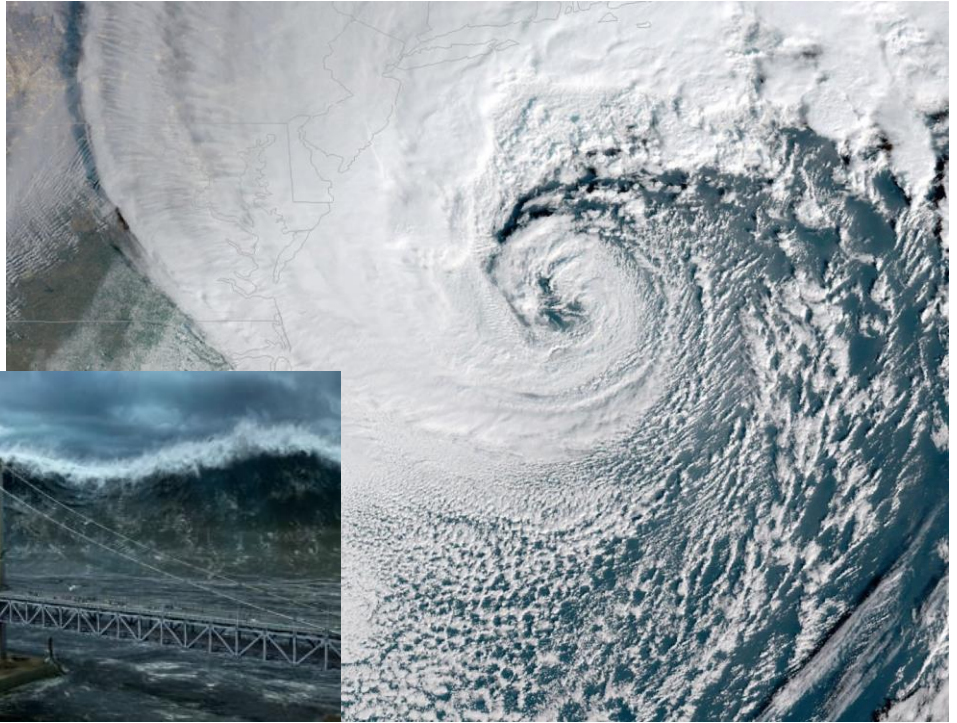
### Digital Health:

Soldiers using fitness-tracking devices inadvertently revealed the locations of US military classified bases

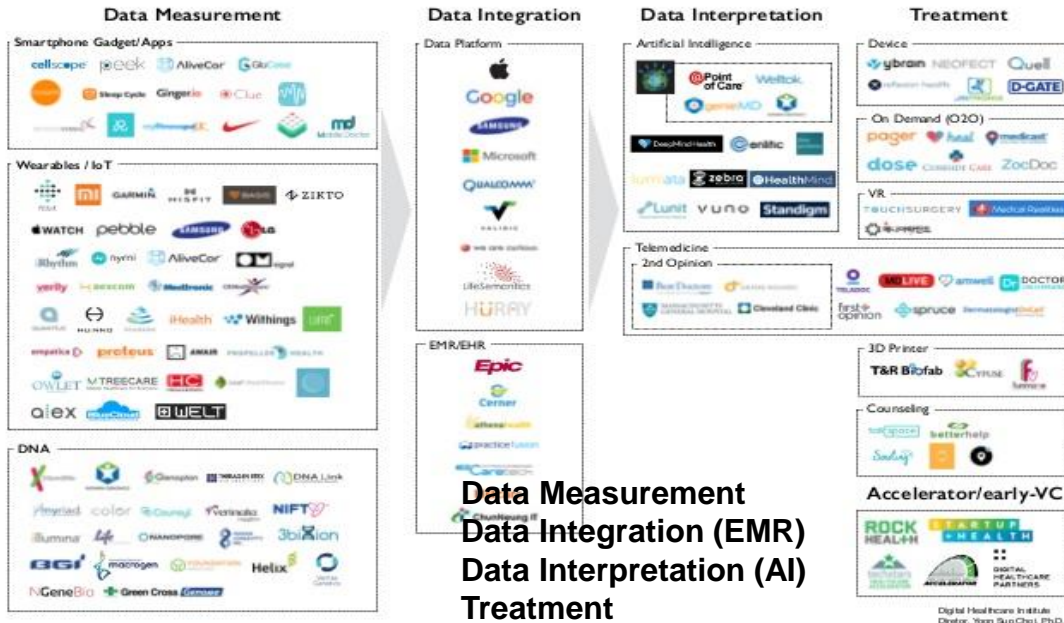
Fitness-tracking companies can pinpoint where people live, how often they sleep, and even when they are engaged in sexual activity based on data collected,



# Is there a privacy issue with Digital Health?



## Digital Healthcare Industry Landscape (ver. 3)



**Data Measurement**  
**Data Integration (EMR)**  
**Data Interpretation (AI)**  
**Treatment**





## GDPR – Why is it good for us?

Data resides on who's server?

### Digital pill helps identify gut health by tracking farts in real time



“Data are encouraging that smart, swallowable capsules can provide new insight into gastrointestinal goings-on”



Data Measurement  
Data Integration (EMR)  
Data Interpretation (AI)  
Treatment

## GDPR – Privacy Protection

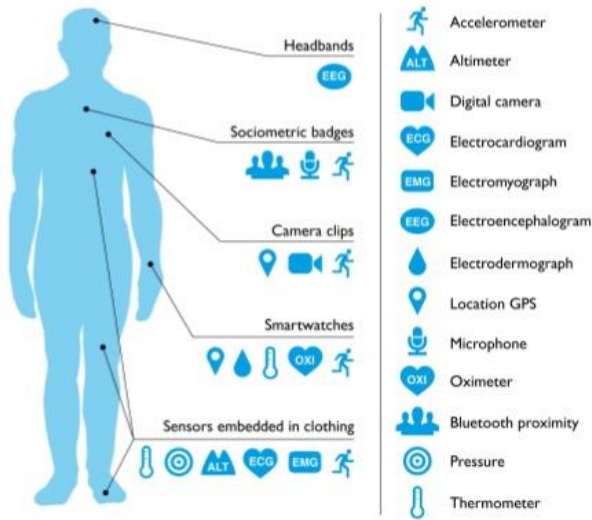
Criminal penalties may allow for the deprivation of the profits obtained through infringements of this Regulation.

### ARTICLE 83

Penalties

Point #4) Infringements of the provisions subject to administrative fines up to 10 million eur, or up to 2 % of the total WW annual turnover, whichever is higher;

Point #5) 20 mil EUR .... Up to 4% of total ww annual turnover, whichever is greater



If I approve my EMR/EHR data to Blockchain only, instead of deleting it, will I be better of?