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…

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

Data Measurement
- Smartphone / Gadget/ Apps
- Wearables / IoT
- DNA

Data Integration
- Data Platform
- EMR/HR

Data Interpretation
- Artificial Intelligence
- Telematics
- 2nd Opinion

Treatment
- Drones
- On Demand (DOJO)
- VR
- Telehealth
- T&R/Telelab

Data Measurement
- Data Integration (EMR)
- Data Interpretation (AI)
- Treatment
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 off?