Privacy and Digital Health Tools: what happens when we hit “I agree” and record our individual data?
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OUTLINE:

I. Introduction

II. The Internet of Things (IoT), mHealth and Digital Health Tools
   a. Medical Health Apps - The future is now
   b. Wellness/Fitness Trackers/Apps – Digital wellness selfies
   c. The Digital Health Tool Market - Now that’s a trend line

III. Privacy in the Context of mHealth and Digital Health Tools
   a. Privacy - An old concept meets the digital age
      i. A working definition
      ii. User attitudes
      iii. Is there a common good?
   b. Digital privacy and the law - Welcome to the Wild West
      i. Federal and state laws - Statutes and limitations
      ii. Tort law - The jury is out
      iii. The role of the FTC and FDA
   c. The security of digital health tools - You would be amazed…
      i. Privacy agreements and the art of obfuscation
      ii. The intended and unintended consequences of design
   d. The use and misuse of individual health and wellness data – You can run, but you can’t hide
      i. Connecting the dots with Big Data
      ii. Workplace decisions
      iii. The hidden hand of the marketplace
      iv. Pirates of the cyberspace

IV. Solutions
   a. Design considerations
b. Legal measures
c. Individual actions
d. “The hog is in the tunnel"

V. Wrap-Up

a. Your perspective depends on where you stand
b. Audience Q & A

REFERENCES:


