



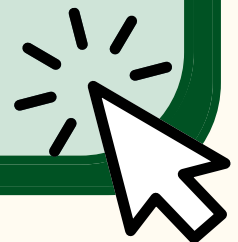
Have you considered

THE VALUE OF YOUR HEALTH DATA?

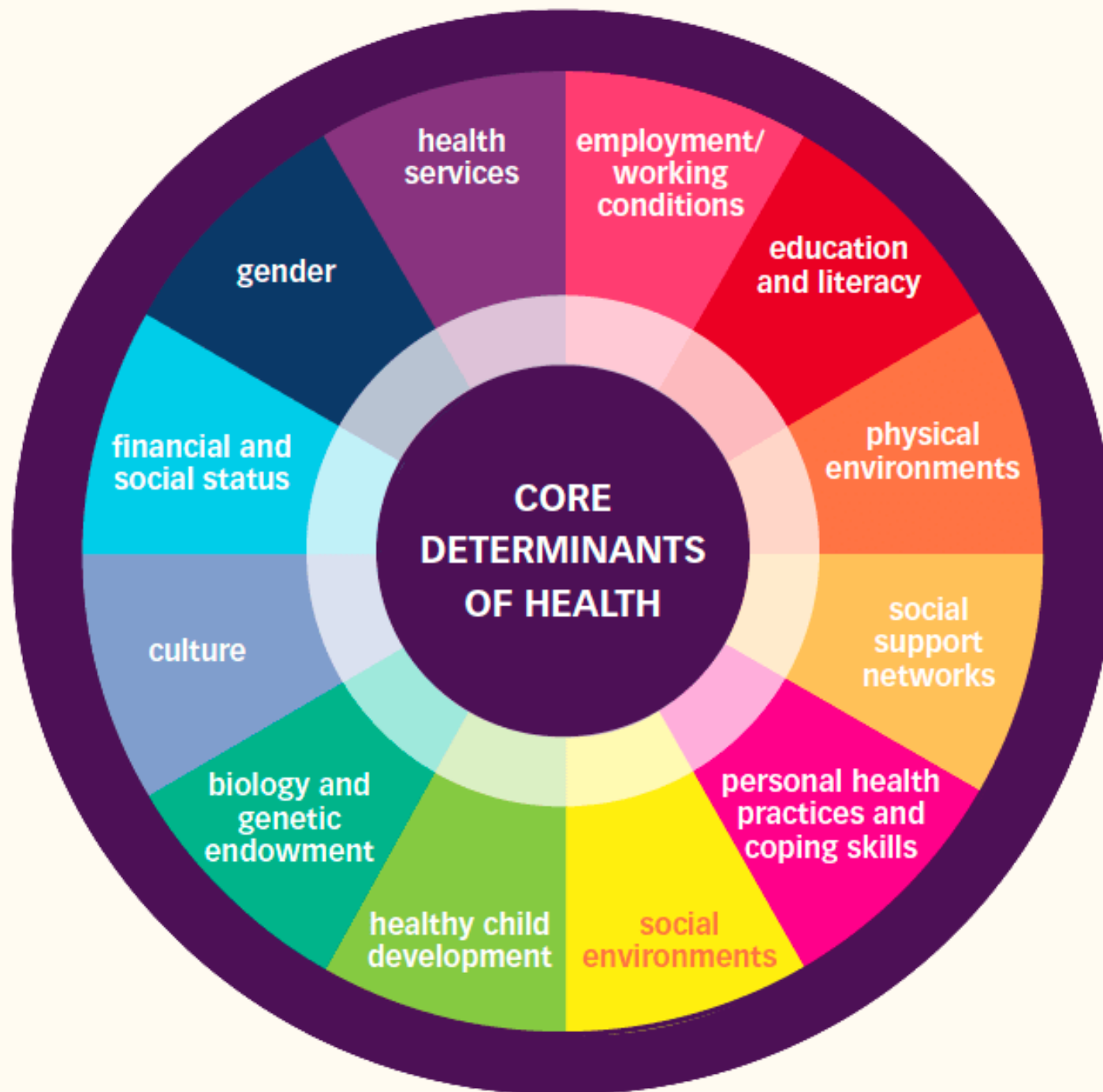
From the moment we wake up to when we go to sleep, our personal data is being collected. This data can reveal a wealth of information about our lives and preferences, and ideally help make life easier.

However, this exchange isn't always linear and we don't always know how or why this data is collected. As the digital health market booms, the data being collected is becoming more sensitive. In a world where data is currency:

**HOW ARE WE UNDERSTANDING THE VALUE OF
OUR HEALTH DATA?
IS YOUR DATA WORKING FOR YOU?**



WHAT DATA IS HEALTH DATA?



Where does my health data go when I'm

IN THE HOSPITAL?

DID YOU KNOW that the healthcare sector is undergoing a global digital transformation?

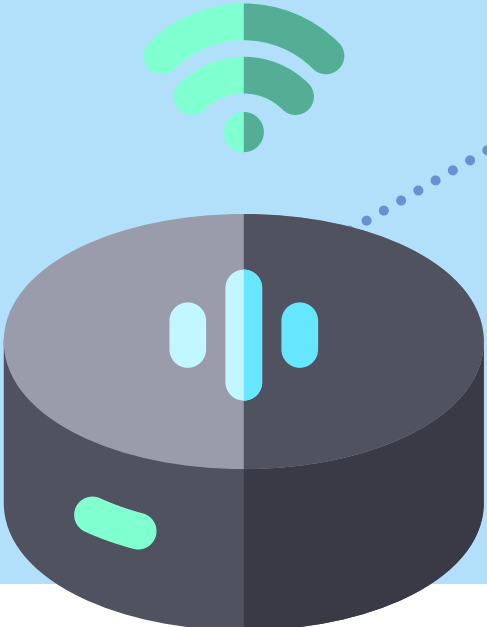
The digitization of health records and virtual-first care policies ensures that healthcare is **ACCESSIBLE** and **FLEXIBLE** to our lifestyle.

THE TRADEOFF The healthcare sector experiences over **TWICE** as many privacy breaches that any other sector. Data theft and misuse is hardly publicly disclosed, leaving us in the dark wondering where our data is going and who is accessing it.




Where does my health data go when I'm

LOUNGING AT HOME?



DID YOU KNOW sending a private text or email is as secure as a sending a postcard?




VIRTUAL ASSISTANTS automate everyday processes to make your life easier. They are always listening to you, even when you might not want them to, and the fate of your data is not always explicitly clear!


THE TRADEOFF: Many devices broadcast unencrypted data that can be intercepted by anyone. Tech companies neglect accountability placing our health data in precarious situations.

Where does my health data go when I'm

GROCERY SHOPPING?



DID YOU KNOW each time you checkout, your transactions are recorded and tracked?

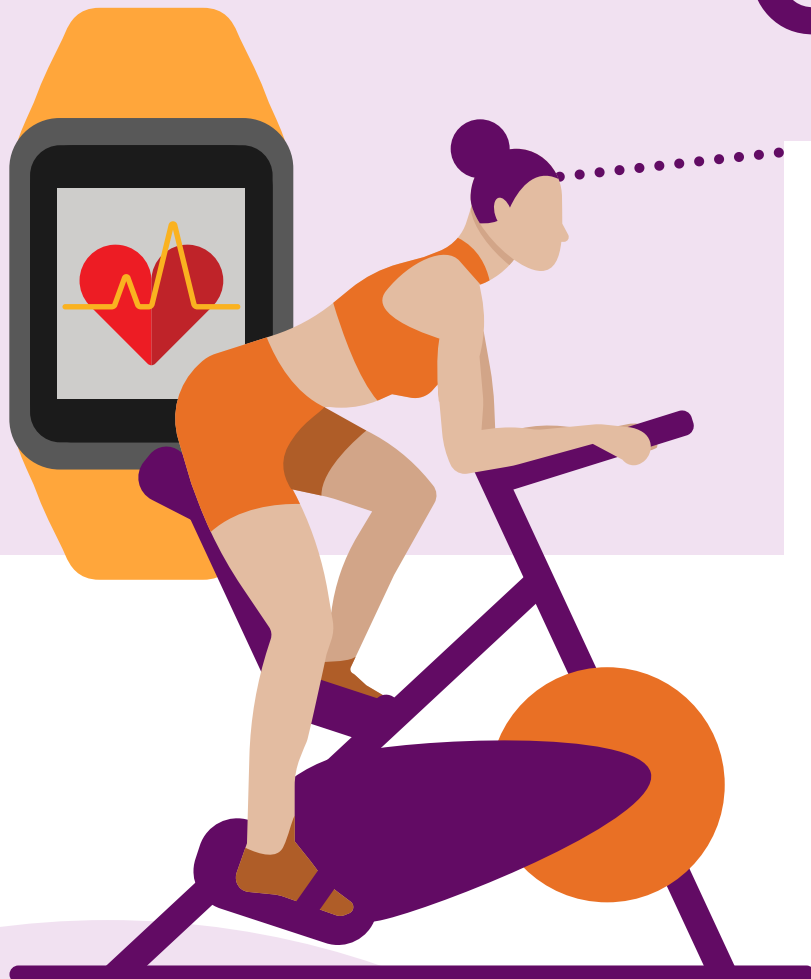


Purchasing history data can be used to send promotional offers and shopping suggestions for **YOUR CONVENIENCE**.

THE TRADEOFF: Third-parties are profiting off of monitoring and understanding your spending habits without your knowledge. Consider if you would allow advertisers come into your home to record and observe you.

Where does my health data go when I'm

WORKING OUT?



DID YOU KNOW that approx. 14% of Canadian's use a form of wearable fitness tech?

Wearable fitness tech tracks biometric data (e.g., heart rate) and can be used to track behavioural habits to improve **HEALTH** and **WELLBEING**.

THE TRADEOFF: Your personal biometric data can be sold to third-parties without your knowledge to learn more about who you are and what you do.

Where does my health data go when I'm

ONLINE SHOPPING?



DID YOU KNOW that your health data is being collected with every website interaction?

Companies can use your data to provide you more **TAILORED** recommendations and relevant ads to enrich your shopping experience.

THE TRADEOFF: Companies can sell your data to third-parties. Fragmented data from other purchased databases can be aggregated to build a holistic picture of you unknowingly.

Where does my health data go when I'm

USING SOCIAL MEDIA?



DID YOU KNOW that over 82% of mobile apps are always tracking you?

Companies can use engagement metrics, browsing and location data to keep you **ENTERTAINED** through their tailored algorithms.

THE TRADEOFF: Surveillance technologies using social media data can be powerful tools to further marginalize communities, for example through social credit systems.

Where does my health data go when I'm

TAKING A WALK?



DID YOU KNOW 70% of CCTV cameras in the GTA are non-compliant with Canadian privacy laws?

CCTV footage and GPS data from mobile devices were accessed during the **COVID-19 PANDEMIC** response to control transmission.

THE TRADEOFF: Digital surveillance technology can help support public health action - but when is the suspension of civil rights justified?



EXACTLY HOW SECURE IS YOUR HEALTH DATA?

Health data can come from unconventional high utility sources like your purchasing history and social media interactions. This data is constantly monitored and collected for various uses, and it can even be sold and aggregated by others third-parties for profit.

As consumers and data hubs, we should be aware of the tradeoffs of health data collection and how to thoughtfully engage with these technologies to ensure that our data is working for us.

**WHO IS ACCOUNTABLE IF THIS DATA IS MISUSED?
HOW CAN YOU ENSURE YOUR DATA AND PRIVACY
RIGHTS ARE PROTECTED?**

