

59. Privacy transparency tools give more trust in eHealth

A growing number of users demand from service providers to offer transparency on how their data are handled. Data transparency is also more and more demanded by the law.

We have developed a toolkit with various privacy transparency tools that can be used in e-Health services, such as a hospital website. From our toolkit, service providers can choose specific tools that fit their user requirements and their service type the best. Our tools provide users with insight in how service providers claim to handle their sensitive data, how their sensitive data are actually handled, and with which third parties the data are shared.



The use of privacy transparency tools will lead to higher trust by users and hence a higher service acceptance. Ultimately this results in more available data and better medical care.

ICT science question

How can we best design tools that give users of information services insight in how their data are being handled? The tools should provide the right type and amount of information and in the right form, so not to overwhelm an average user.

The technical challenge is to provide complete information on what service providers actually do with data and why, not only what they claim to do (such as e.g. Google dashboard).

Application

In the area of e-Health, our demonstration shows an implementation of privacy transparency tools for the case of the COPD portal of the Roessingh rehabilitation centre.

What makes our solution different from similar ones is that in the existing tools transparency is a side effect, and not a tool's main purpose. Existing tools have limited functionalities and are not



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customized for different types of users and services. Also none of the tools has been validated on the effect.

Alternative Application

Our solution is not only easily applicable to different types of eHealth services, but also to other service domains, for example e-Government, e-Commerce, e-Finance etc.

Nice to know

Dutch law dictates parties who process personal data to actively inform their customers on the data processing they do. It is illegal to hide what you do with personal data or to only tell it when customers ask for it.

Quote

"Transparency about personal data fits in with our principle of transparency about providing care in general."



Enhanced transparency increases end-user trust for organisations offering online services.



Transparency tackles the increasing societal concerns about personal data usage.



An organization's vision on honest handling of personal data is not a hollow promise: transparency tools make it concrete.



The transparency tools are an answer the question of which type of transparency information to present to the end-user, at which level of detail, and how to present it to maximize end-user.

