

ACTIVAGE
PROJECT

EHEALTH AND SMART HOMES DATA PROTECTION: THE CONTRIBUTION OF ACTIVAGE LSP

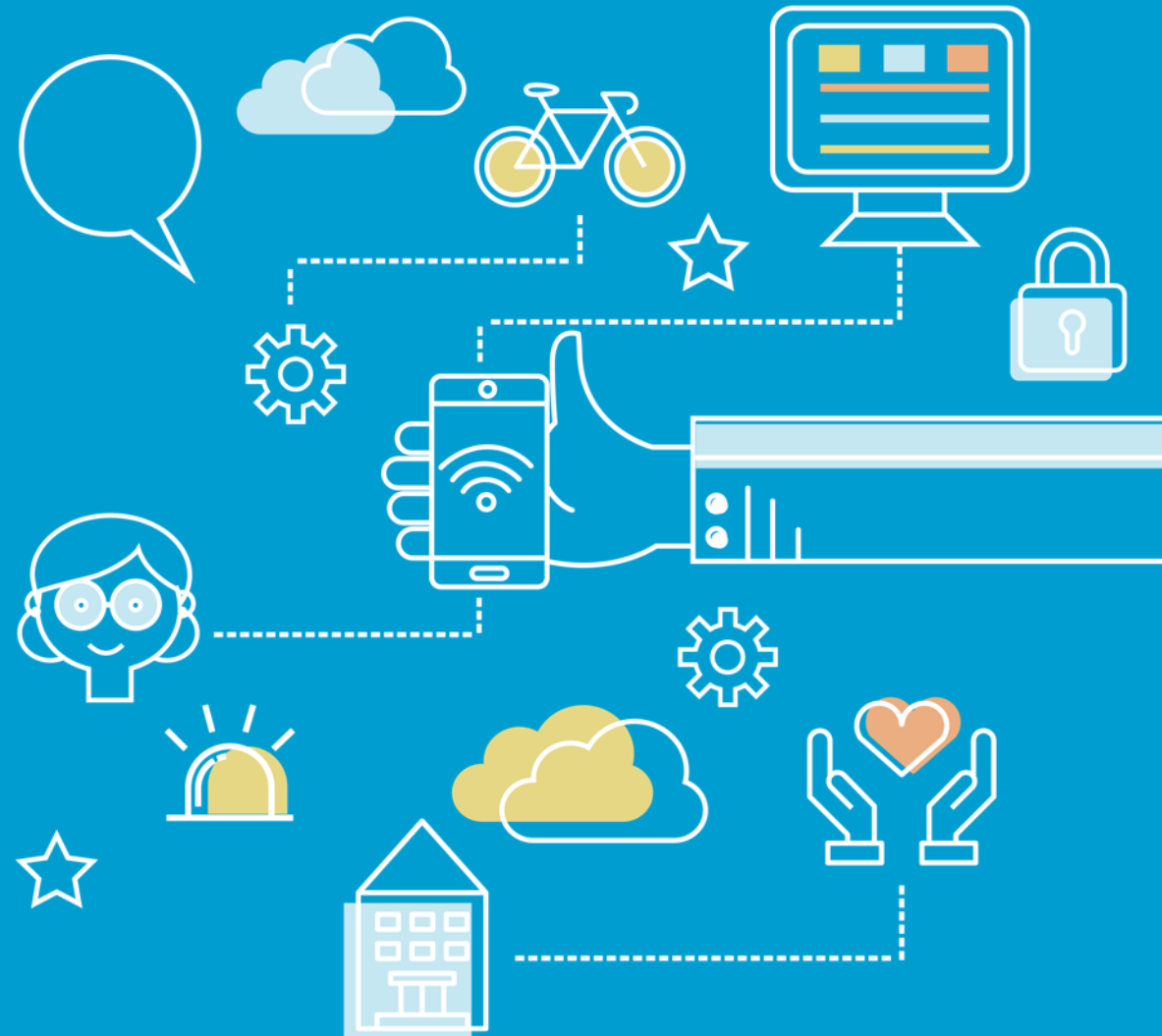
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TOWARDS A DATA (SHARING) DRIVEN ECONOMY

We've got
DATA

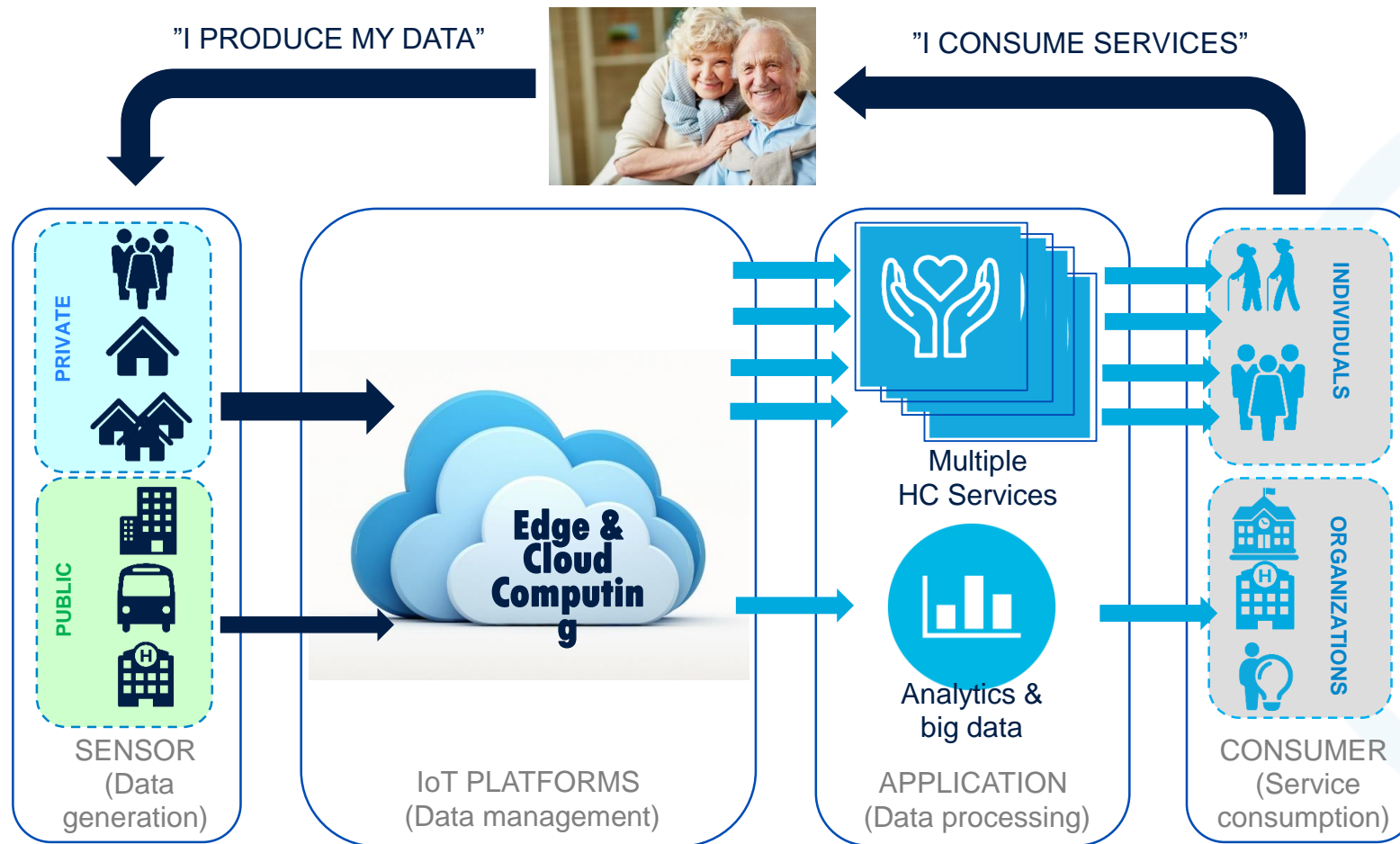
- ✓ Data ownership
- ✓ Full control
- ✓ Privacy ensured end-to-end
- ✓ TRUST
- ✓ CONSENT
- ✓ Re-use
- ✓ Bill of Rights



Give us
SOLUTIONS!
!

- ✓ Open market
- ✓ Freedom to choose
- ✓ Data sharing
- ✓ Precision AHA
- ✓ INNOVATION
- ✓ BIZ
- ✓ Sustainability

PERSONAL CENTERED VALUE CREATION



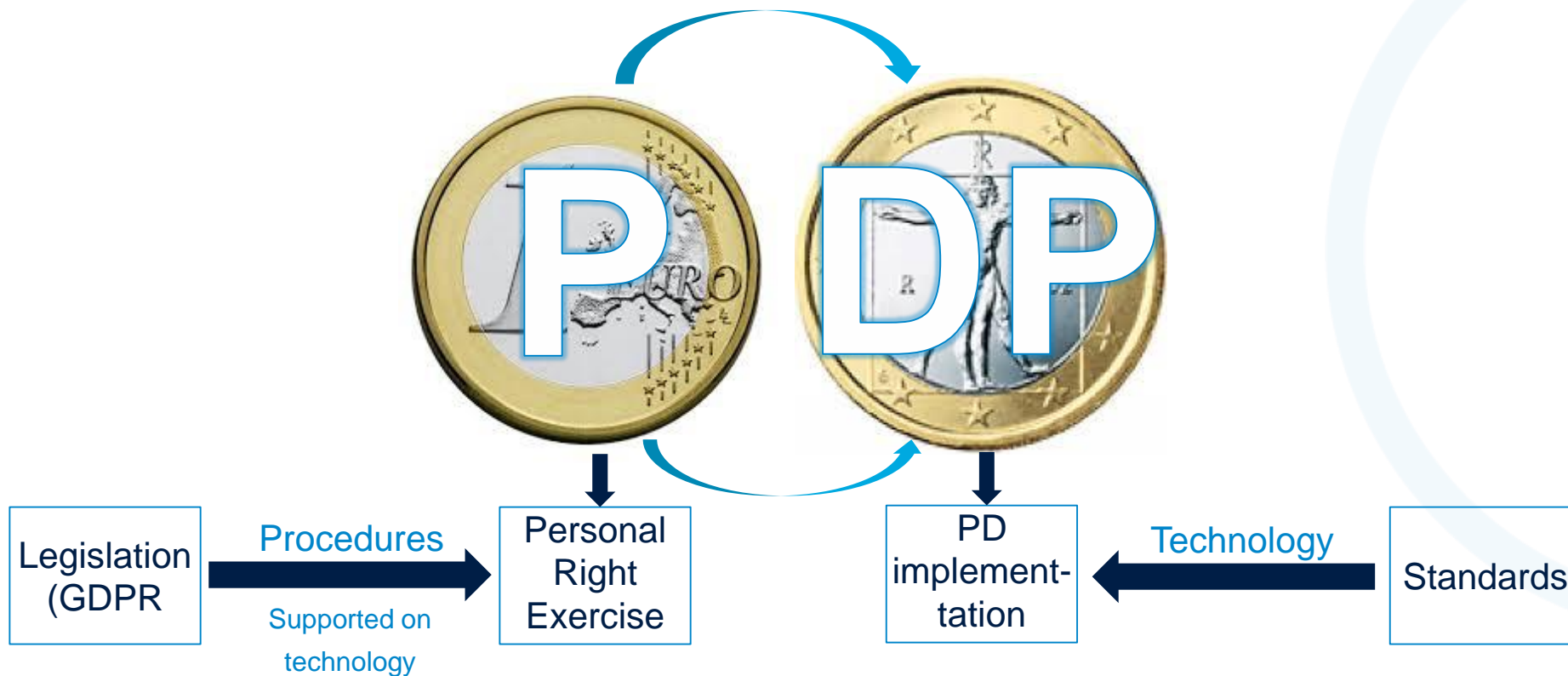
ETHICAL PRINCIPLES RELATED TO HEALTHCARE TECHNOLOGIES

- Design for X
 - Design for privacy
 - Design for security
 - Design for inclusion
 - Design for sustainability
 - Design for democracy
 - Design for safety
 - Design for transparency
 - Design for accountability
 - Design for human capabilities

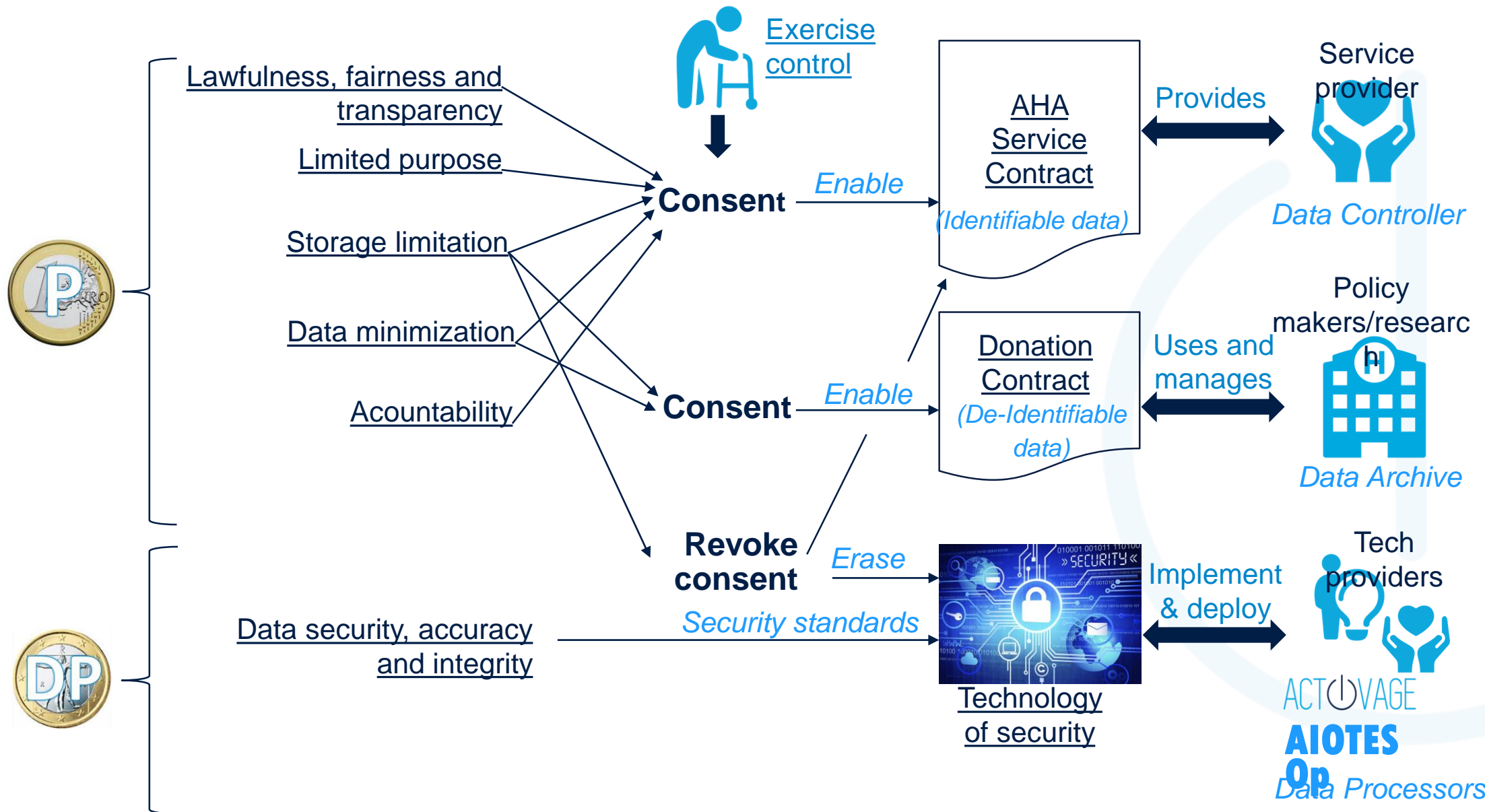


ACTIVAGE approach to deal with P&S

- Privacy and Data Protection are the two faces of the same coin.
- They go together and are intertwined



Principles of implementation



Use Case

