



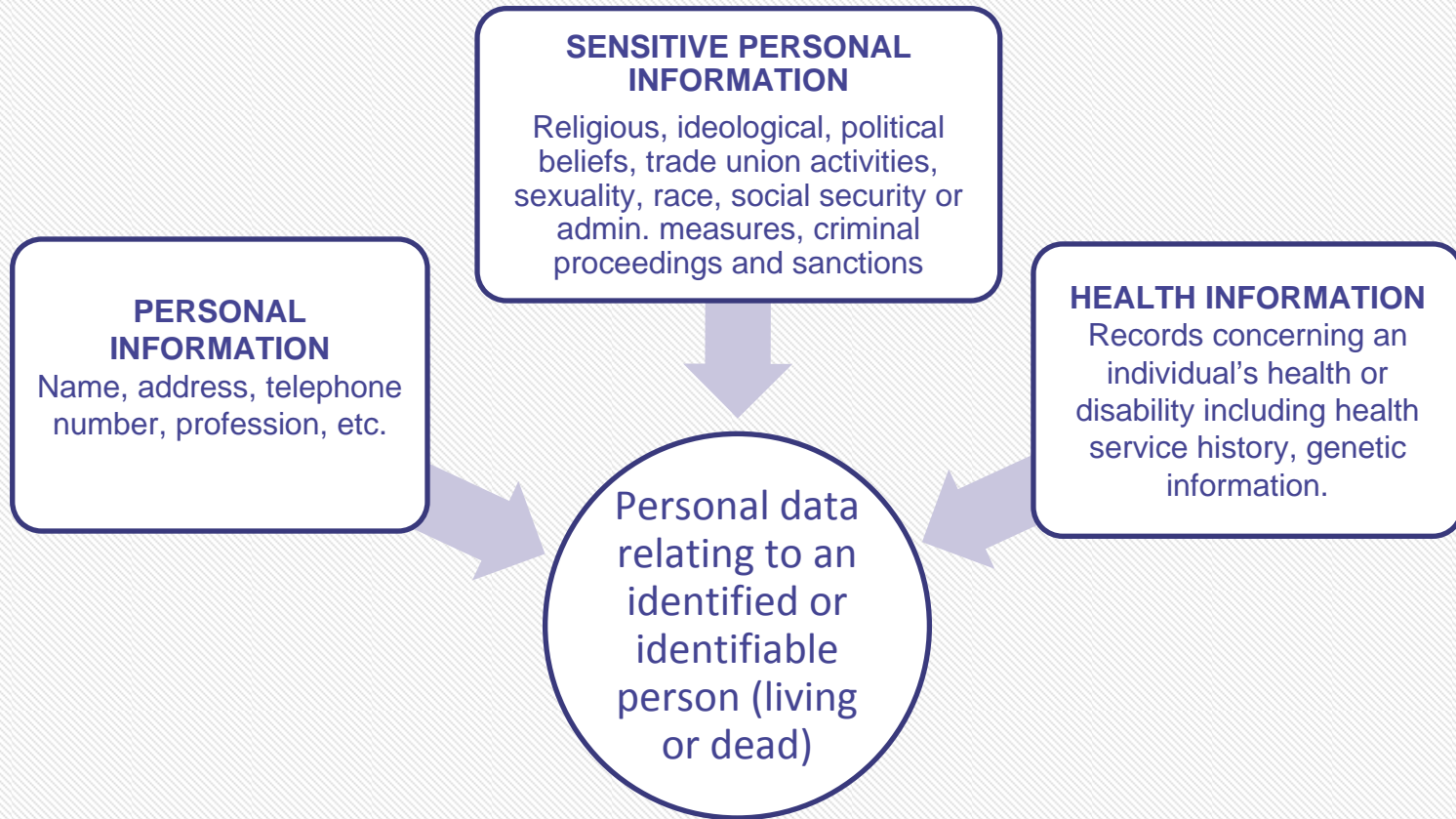
# BASICS OF PERSONAL DATA PROTECTION

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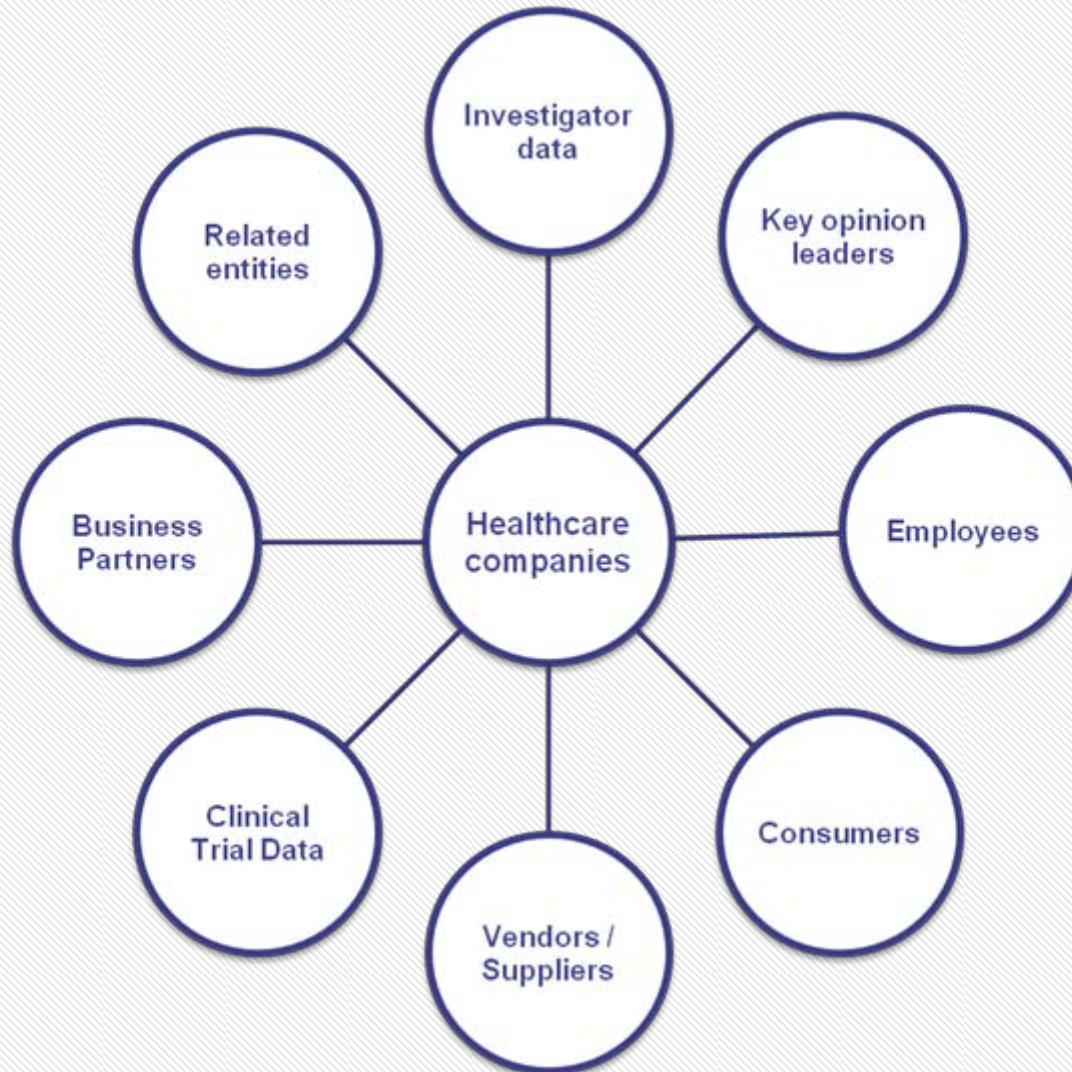
# DISCLAIMER

The views and comments I will present are of **my own** and do not reflect the views or comments of my employer Sanofi or any other company.

# WHAT IS PERSONAL DATA?

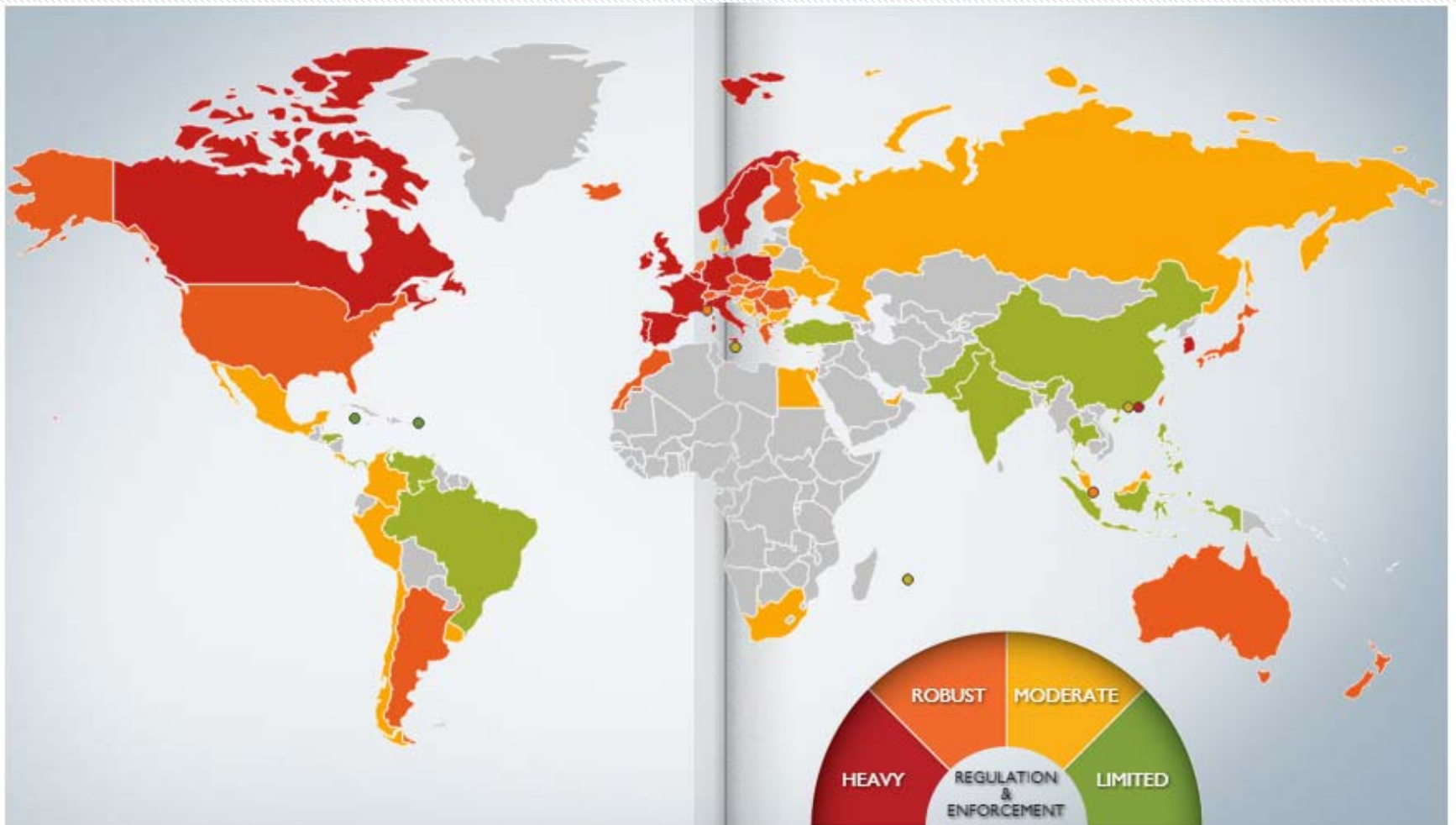


# PERSONAL DATA CAN COME FROM ALL AREAS



# WHY IS PERSONAL DATA PROTECTION SO IMPORTANT IN HEALTHCARE?

- **WE'RE AN INDUSTRY FOUNDED ON TRUST AND INTEGRITY.**
- **ENABLES CLINICAL TRIALS AND MARKET RESEARCH.** Individuals are more likely to participate research if they believe that their privacy is being protected.
- **SENSITIVITY OF HEALTH INFORMATION.** Degree of harm and reputational damage from health information being leaked is extreme.
- **NECESSARY BUSINESS FUNCTIONS** E.g. Call notes, Adverse event reporting, transparency.



Source:  
[http://dlapiperdataprotection.com/#handbook/world-map-section/c1\\_AU](http://dlapiperdataprotection.com/#handbook/world-map-section/c1_AU)

# 10 tips to implementing a robust and compliant Personal Data Protection Program

# 1. Have a detailed Data Protection Policy

Having a robust Data Protection Policy will allow you and your company to know the limitations of how personal data can be used and should be protected.



## 2. Know when Data Protection KICKS IN

Basically anytime when the company collects or use an individual's personal data (including images and recordings).

### 3. Be TRANSPARENT!

Let our stakeholders know why we are collecting this information and how we will use their information!

## 4. CONSENT is KING

Companies can use an individual's personal data in many ways as long as informed consent is given.

## 5. Know the LIMITS of your CONSENT

No consent. No usage. So know upfront what you need consent for because re-consenting is very difficult.

## 6. Be sure to know where your information is going

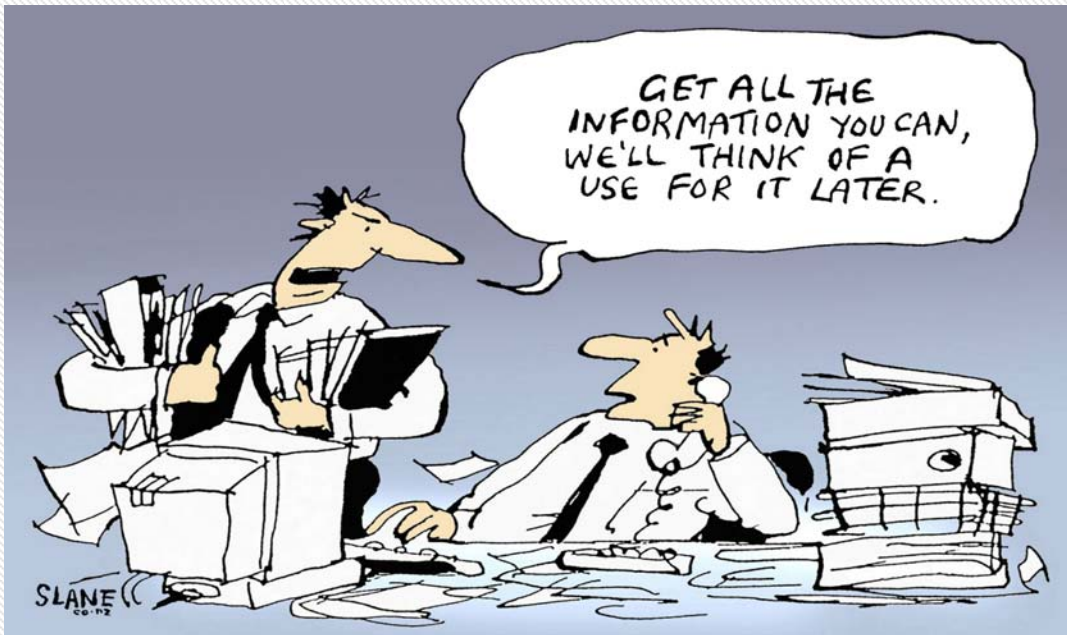
Internally your information may be protected but how about to third-parties that may come in contact with your data?

## 7. Look into whether De-identified information can be used instead?

Information which is sufficiently de-identified may not need the same information protection requirements.

## 8. Be responsive to queries and complaints

No in-house Privacy Program is perfect. However it is how we respond to complaints that could make the difference between a fine or a warning.



## 9. Be careful what you collect

Data must be for a business purpose and the individual must be aware that you are collecting this. You should be able to justify everything that you collect.



## 10. Have a designated Data Protection Officer

A Data Protection Officer can provide the business with the right guidance on how to collect and handle personal data and respond to queries or complaints in a quick and effective manner.

# TEN DATA PROTECTION TIPS

1. Have a detailed Privacy Policy.
2. Know when Privacy KICKS IN
3. Be Transparent
4. Consent is King
5. Know the Limits of your Consent
6. Be sure to know where your information is going to
7. Can de-identified information be used instead?
8. Be responsive to queries and complaints
9. Be careful what you collect
10. Ensure there is a Privacy Officer in place.

QUESTIONS?