

# Narrowing The Gap Between Privacy Expectations and Reality in Mobile Health



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## Key Challenges

- Mobile health apps may not live up to the privacy expectations of users, limiting their trustworthiness
- Need empirical data to identify the salient gaps and propose solutions

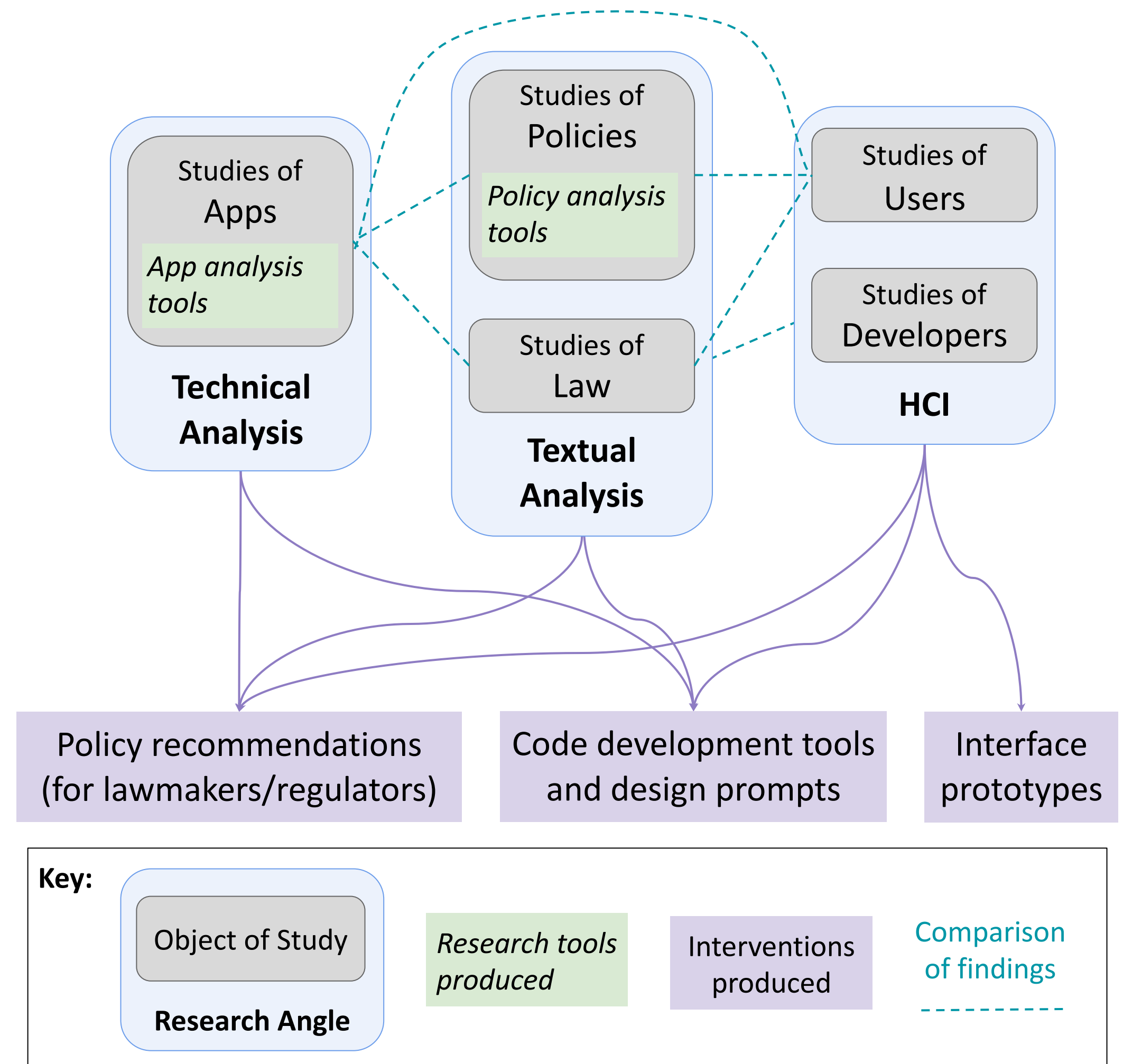


## Expected Scientific Impacts

- Empirical understanding of health apps' data practices and the health data ecosystem
- Annotated health app privacy policy data set and new NLP analysis approaches
- Empirical understanding of health app users' expectations
- Empirical understanding of health app developers' privacy practices and challenges
- Analysis of disconnects

## Scientific Approach and Proposed Solutions

- Analyze and compare:
  - App behavior and data spread
  - Law, platform policies, and app privacy policies
  - App developers' practices and assumptions
  - Users' and healthcare professionals' expectations about all of the above
- Develop and test:
  - Prototype user interfaces to improve transparency
  - Tools to help developers and regulators monitor data flows and identify potential privacy violations



## Broader Impacts on Society

- Informing users of app behavior and app developers of user expectations
- Recommendations to developers, platforms, and regulators for aligning apps and expectations
- Validated interface prototypes, guidance, and tools for health app developers, facilitating improvements in privacy for health apps' end users

## Educational Impacts

- Training students in multidisciplinary research methods

