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

Challenge:

- 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

Solution:

- Analyze and compare app behavior, data spread, law, policies, and development processes to *user expectations*
- Develop and test:
  - User interfaces for transparency
  - Tools to help developers and regulators monitor data flows and identify potential privacy violations
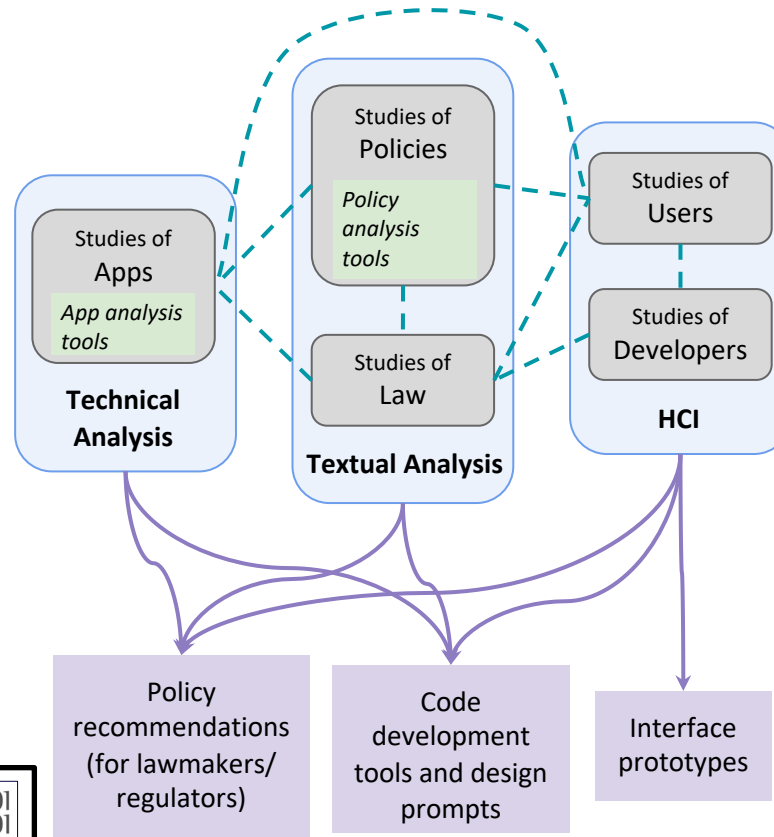
Scientific Impact:

- Empirical understanding of health apps' data practices and the health data ecosystem
- Annotated 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

Broader Impact and Broader Participation:

- 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
- Training students in multidisciplinary research methods