

To whom it may concern;

Please accept the following abstract submission in response to the call for papers for the Brussels Privacy Symposium.

Working Title: **“Health Big Data Analytics Needs Data Donorship”**

Abstract:

Health big data has and will continue to provide numerous tangible benefits to society. At issue is the societal cost, in the form of breaches of personal privacy rights, and how this cost can be reduced. Various data anonymization and pseudonymization strategies have been presented and have garnered limited regulatory, industry, and consumer support. Therefore, many risks still remain and some risks may never be mitigated.

This paper aims to explore some of the less discussed risks along with proposed solutions for many of them. One such example is the concept of data donorship upon death, wherein a consumer can choose to donate their health data for health research after they die, which can help mitigate all personal privacy risks. This and other suggestions should not be viewed as silver bullets, but rather as starting points for further discussion. Health big data analytics will only continue to succeed if society is willing to accept some level of risk. Determining how much risk will require a delicate balance between applicable data anonymization regulations, policies, technical tools, and consumer knowledge.

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