Everything is Health Data

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SESSION DESCRIPTION

Join us to discuss the latest best practices and principles guiding organizations' collection, use, and protection of sensitive health data, with a particular focus on novel data types, health inferences, and artificial intelligence. What are states doing? What impact is the European Health Data Space Regulation having, along with other new global requirements?

5–8 KEY DISCUSSION QUESTIONS

1. How are emerging laws (e.g., U.S. state privacy laws) defining "health data" or "sensitive data?" Which are the most helpful?
2. What frameworks or tools help you responsibly manage sensitive health data?
3. What are the privacy implications of the convergence between wellness, consumer, and clinical data ecosystems?
4. How are you navigating the use of AI to make health-related inferences from non-traditional data sources?
5. What are the implications of the European Health Data Space Regulation for global companies and cross-border research?
6. How can privacy-by-design principles be applied to digital health tools and consumer health technologies?
7. How can organizations build trustworthiness while innovating with health data for public good and commercial use?
8. What role should sector-specific codes of conduct or certifications play?

0–3 PRE-READ DOCUMENTS (optional)

- [Comparison of Consumer Health Privacy Frameworks: New York, Washington, and Connecticut](#)
- [Consumer Health Data Privacy Notices by the Numbers](#)
- [Data Protection Implications of the European Health Data Space (EHDS)](#)