



**EIP ON AHA**

EIPonAHA Conference of Partners  
*Collaboration topics marketplace: Living  
environments for ageing well*  
*(joint session AGs C2-D4)*  
Wednesday 28th February, 14:00 – 15:30





EIPonAHA Conference of Partners 2018  
AGs C2-D4 Proposed collaborative work 1  
“User privacy preferences on AHA”  
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# User privacy preferences on AHA



UseMyDataForAdvertisement	No
ShareMyMedicalDataWith	CloseRelatives; Doctors
ShareMySmarthomeDataInCloud	No

→ Personal profiles with individual data sharing preferences

# User privacy preferences on AHA

- **Description:**
  - **“One size fits all” does not work** for privacy settings for individual users
  - User must have **full control**
- **Objectives:**
  - User **understands** the “costs and benefits” of data sharing
  - Standard way of **describing** each user’s privacy preferences
  - Privacy preferences should work **across all AHA solutions**

# User privacy preferences on AHA

Is your proposal aligned to?	YES	NO
Action Group A1 Personalised Medicine	<b>x</b>	
Action Group A2 Falls Prevention		
Action Group A3 Functional Decline and Frailty	<b>x</b>	
Action Group B3 Integrated Care	<b>x</b>	
Action Group C2 Independent Living Solutions	<b>x</b>	
Action Group D4 Age Friendly Environments	<b>x</b>	
Reference Sites	<b>x</b>	



# User privacy preferences on AHA

Is your proposal aligned to the objectives of the Blueprint?	YES	NO
Deployment of Innovation	<b>x</b>	
Investment in digital innovation for health and care		
Reach people in Europe benefitting from digital innovation active and healthy ageing	<b>x</b>	

Is your proposal aligned to the objectives of the Digital Single Market?	YES	NO
Boosting E-Commerce		
Modernising the EU copyright rules and EU audio-visual rules		
Cybersecurity	<b>x</b>	
Unlock potential European data economy	<b>x</b>	
Connectivity for a European gigabit society		
Adapting ePrivacy rules to the new digital environment	<b>x</b>	
Helping to develop the necessary digital skills for every one		

# User privacy preferences on AHA

## Action 1: M1 – Definition of the specific methodology and tasks

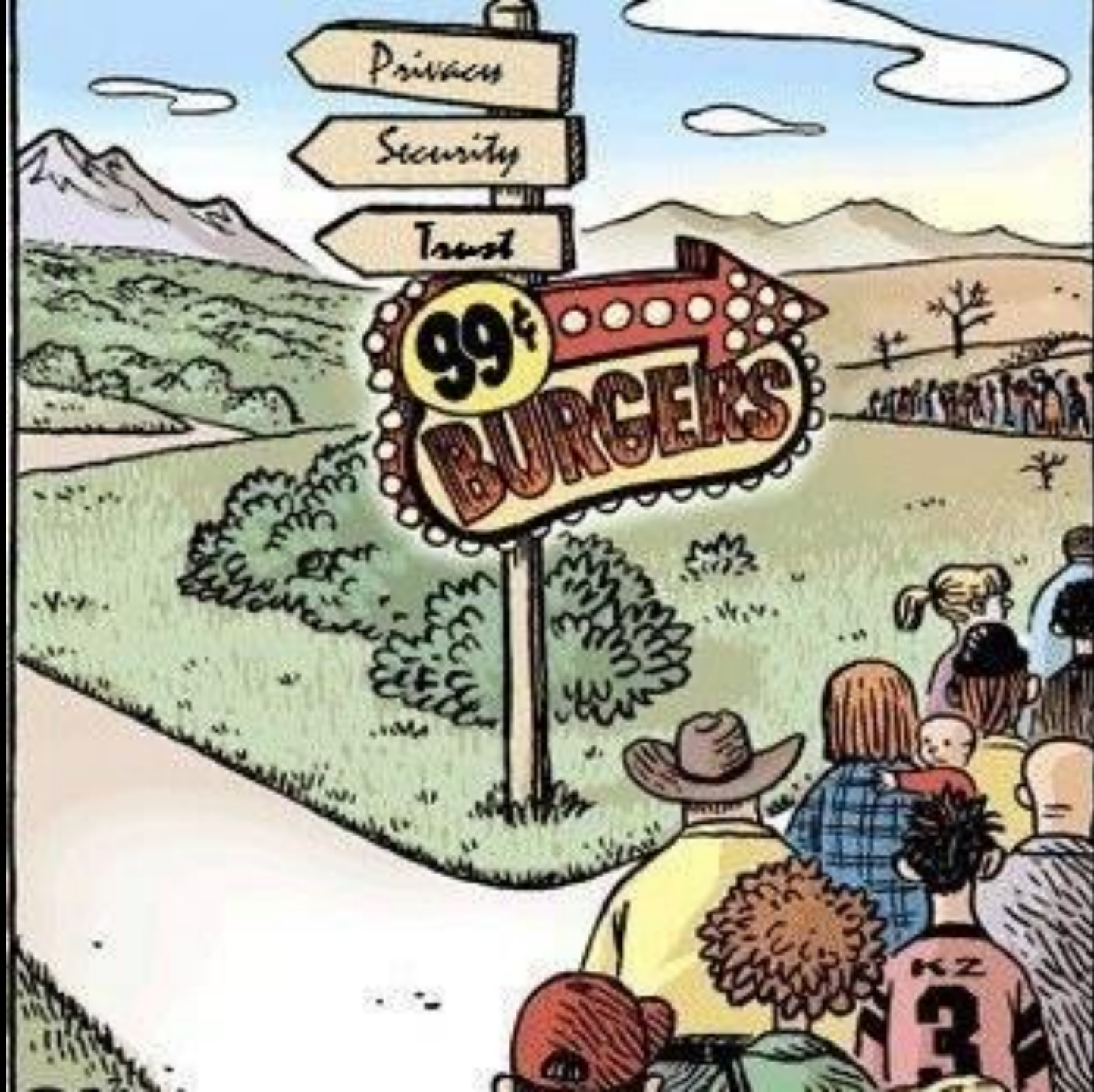
- Expected outcome: A set of **representative scenarios** to illustrate the range of privacy preferences that users can choose from.

## Action 2: M2-M4 – Description of use cases and standards refinements

- Expected outcome: Definition of **standardized privacy preference terms**, and their **registration** on the OpenAPE registry server.

## Action 3: M5-M6 – Revision and publication

- Expected outcomes: **Feedback** on the development of **ISO/IEC 24751-5 Personal Privacy Preferences**





A close-up photograph of an elderly couple smiling warmly at the camera. The woman, on the left, has short blonde hair and is wearing a grey cardigan over a white top. The man, on the right, has short grey hair and is wearing a light blue shirt. They are both looking directly at the camera with bright, happy expressions. The background is a soft, out-of-focus indoor setting with light coming from a window.

# Thank you!

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