

..... *Your Data*

IT'S OUT THERE

Common online activities produce data that benefit individuals and public health, but also leave a trail. Kate and Jermaine are fictional, but third-party use of personal data is real.



KATE *manages her chronic disease well.*



She participates in a clinical trial, entering her health data in a website daily.



Researchers can quickly aggregate and mine the data in search of a cure.



Kate uses an app for mood tracking and chats with other patients on a social network.



She refills prescriptions online and shops at stores that offer loyalty discounts.



She uses a credit card to buy books about her condition.



A data analytics firm provides Kate's data to some large employers in her area.

Kate does not know that the company reviewing her application for a new job has access to her personal information.



JERMAINE *is a healthy nonsmoker.*



His employer offers a non-smoking incentive: a discount on his health premium.



He gets a blood test at a lab; results show he has high cholesterol.



He must sign an agreement allowing his data to be shared with third parties.



He visits his doctor and fills a prescription for cholesterol-lowering medication.



Jermaine chats on Facebook about getting his cholesterol down.



A data analytics firm blends his data, labeling him an "Ethnic Second-City Struggler."

Jermaine is unaware that his bank has access to his personal information while considering his application for a second mortgage.

The amount of information we give the world in our daily lives offers many benefits, but it also poses potential risks.

SOURCES: Brownstone S. 3 Ways Big Data Is Going To Be Used Against You In The Future. *Fast Company*. May 6, 2014. A Review of the Data Broker Industry: Collection, Use, and Sale of Consumer Data for Marketing Purposes, Committee on Commerce, Science, and Transportation, Office of Oversight and Investigations Majority Staff, December 18, 2013. The White House, President's Council of Advisors on Science and Technology. Big Data and Privacy: Seizing Opportunities, Preserving Values. May 2014. For more information, see Here's Looking at You: How Personal Health Information Is Being Tracked and Used, www.chcf.org/publications/2014/07/heres-looking-personal-health-info