Principles for Data Access & Utilization in Medical and Digital Health Technologies

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TRUST – PRIVACY – RESPONSIBILITY

Medical and health technology innovators are committed to handling data responsibly, ethically, and transparently to benefit patients, clinicians and the overall healthcare system's safety, reliability, and efficiency. Innovators are also committed to protecting the rights and privacy of individuals and delivering trustworthy medical technologies to our patients, partners, collaborators, and customers.

Principles of Trust:

- Use data for the benefit of patients– to improve access and outcomes; and to advance research, development, and safety goals; and to benefit the healthcare ecosystem at large.

- Minimize personal data, as appropriate, to protect individuals' privacy and prevent inappropriate identification of specific individuals.

- Use data for the purposes articulated to individuals or authorized by customers.

Principles of Privacy, Transparency, Consent & Control:

- Protect patient privacy in compliance with applicable data privacy laws and regulations and jurisdictional requirements, and industry best practices and international standards.

- Personal data and the systems that process it are protected through appropriate organizational security measures designed to preserve confidentiality, integrity, and availability.

- Collect data transparently with appropriate notice and permission.

- Individuals have appropriate control over their personal data. ***See also: AdvaMed U.S. Health Data Privacy Principles (2020)***

Principles of Responsibility in Data Management

- Manage personal data in accordance with appropriate medical technologies standards of ethics and trustworthiness.

- Healthcare stakeholders, innovator personnel and external vendors collaborate to deliver a clear understanding of the data that is collected, how it is used, and how it is protected.

- Manage data in accordance with regulatory, legal, and compliance requirements, as well as the requirements of healthcare stakeholders.

- Deploy appropriate technology to protect data and continuously improve our systems and processes and train teams in relevant aspects of data protection and cybersecurity to maintain a consistently high level of threat awareness. ***See also: AdvaMed Medical Device Cybersecurity Foundational Principles (2024)***