

Data Security, Healthcare & Telemedicine Mobile Apps Legal Obligation to Protect the Clients

Primarily, any medical mobile app must be **truthful** with its **privacy policy**, providing access to the exact information, proximity/geo-fenced notifications and including third-party connections before the app is even purchased (if it's a paid app) or downloaded.

"Even though a privacy policy is not the be-all-and-end-all for building consumer trust, there is no excuse for failing to provide one – doing so is the baseline standard," John Verdi, vice president of policy for the Future of Privacy Forum, said in a 2016 study. *"App platforms have made it easier for developers to provide access to privacy policies. Consumers expect direct access to privacy policies, and users can review them before downloading an app."*

"Mobile app policies allow administrators to control access to individual apps and provide data protection at the app-level," says Lacia, of Apperian. *"This can be done with app wrapping, a method of applying security policies after the app is compiled. To ensure a healthcare app has the highest level of mobile security, institutions must incorporate government-level accepted data encryption, corporate authentication requirements for sign-on, self-updating apps and app expiration policies that enable an app for a predetermined amount of time."*

Also, any mobile health app that deals with personally identifiable patient information has to meet HIPAA guidelines. **Data cannot be sold or used for third party marketing.**

Simply put, because privacy and security are vital important considerations – and because so many healthcare breaches have been reported these past few years – providers must utilize privacy and data security experts to make sure their app is safe and secure. This is a cost-effective method of reducing corporate liability in this privacy alert world. **Forewarned is forearmed!**

**Data Demands Protection, Just Like A Diamond,
Data Sparkles And Is Priceless, Protect It!**

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