PrYv

Data & Privacy, Managed.

Compliance software
for personal and health data

Privacy control and consent management

pryv.com

swiss made
software

Introducing | Pryv

Swiss software editor, founded in 2012, specialized in personal and health data privacy and consent management, from the creation of data to their processing, from their sharing to their deletion, in compliance with existing global regulations (GDPR, HIPAA, etc.).

PrYv

Key Principles

-

Privacy

Trust needs restoring

\-

Make Trust Your First Priority

PrYv

Design for Trust: Enhancing trust requires rethinking consent.

It's simple: if your users don't trust you, they won't provide you access to data. Neither will they feel comfortable enough to use your app with consistency.

Embedding privacy in all aspects of your digital solutions so it is trustworthy, lawful and that your users know what it is done with their data at every step of the way is crucial for its success.

Privacy Updates | Changing over the world

Legal Interoperability

–

Nothing less but a necessity to scale up any data-driven business!

PrYv

Data Processor

-

Data Controller

Users | Trusted Relationship

Tell me what data you have about me.

Send me a copy of all my personal records.

Prove me that you have my consent to collect them.

Tell me who has or had access to my data. When. What for.

I want to modify who can access my data at any time.

Delete all or part of my personal data, including in backups.

PrYv

Privacy by Design

\-

Privacy by Default

Consent is not about you

-

Consent is your users' right to fully understand and choose

how you would use their data.

PrYv

GDPR Principles

—

■ Lawfulness, Fairness and Transparency

■ Accuracy

■ Purpose limitation

■ Storage Limitation

■ Data minimisation

■ Integrity and Confidentia

PrYv

Key Principles| Lawfulness and Purpose limitation principles

Processing of personal data is prohibited unless:

The data subject has consented

Consent must meet several criterias
Threshold is higher for sensitive data

GDPR expressly permits such processing

Limited list of permitted legal purposes
Processing of sensitive data requires a legal exemption in addition to the legal purpose

PrYv

Are developers the new lawyers to be? Embedding privacy into software apps

Hacking the privacy principles

–

Turning legal requirements into 1s and 0s!

Pr**Y**v

pryv.com

We make health & personal data aggregation, sharing and processing as effective, secure and trustworthy as online banking.

PrYv

10 facts developers should know

when developing
personal data collecting apps

10 facts developers should know when developing personal-data collecting apps

https://www.pryv.com/2019/12/08/10-facts-developers-should-know-when-developing-personal-data-collecting-apps/
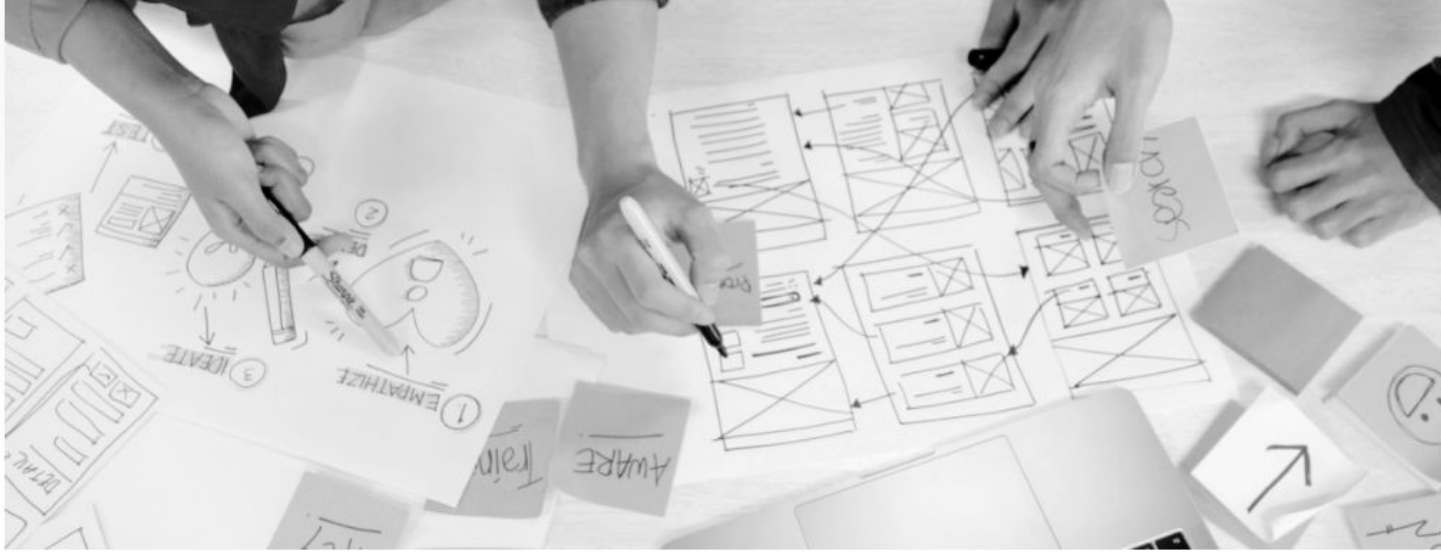
Master the GDPR Compliance Checklist with Pryv.io
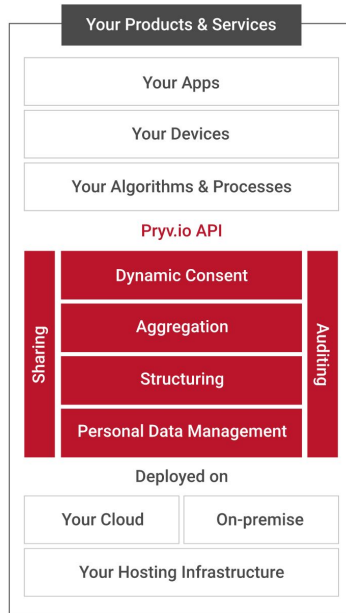
https://www.pryv.com/2020/12/11/gdpr-checklist-pryv/

Data Residency: insights on where to store the personal data you collect

https://www.pryv.com/2020/08/03/data-residency-insights-on-where-to-store-the-personal-data-you-collect/

Pryv.io | Personal data & Privacy software

A ready-to-use middleware (development-enabling tool) for personal data and consent management.

Your Products & Services

Your Apps

Your Devices

Your Algorithms & Processes

Pryv.io API

Sharing | Dynamic Consent | Auditing
Aggregation
Structuring
Personal Data Management

Deployed on

Your Cloud | On-premise

Your Hosting Infrastructure

- **Installed on Customer's Premise or Cloud**
- **Fully managed by the customer**

consent manager

api.pryv.com

available in open source:

https://www.pryv.com/tag/features/

https://www.pryv.com/open-pryv/
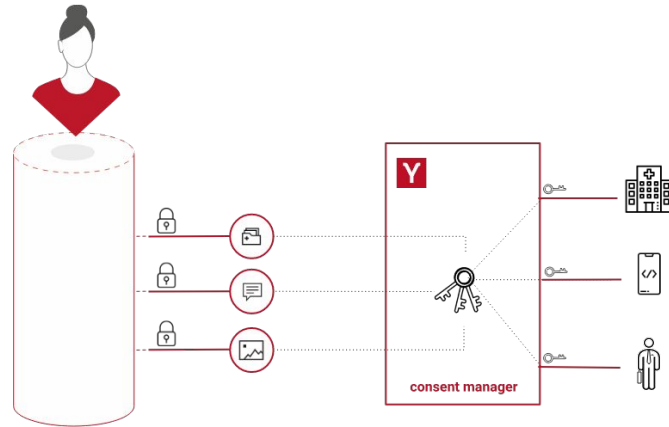
PrYv

Pryv.io | Decentralized Data Access

One Pryv

Data decentralized by country or regulation zone
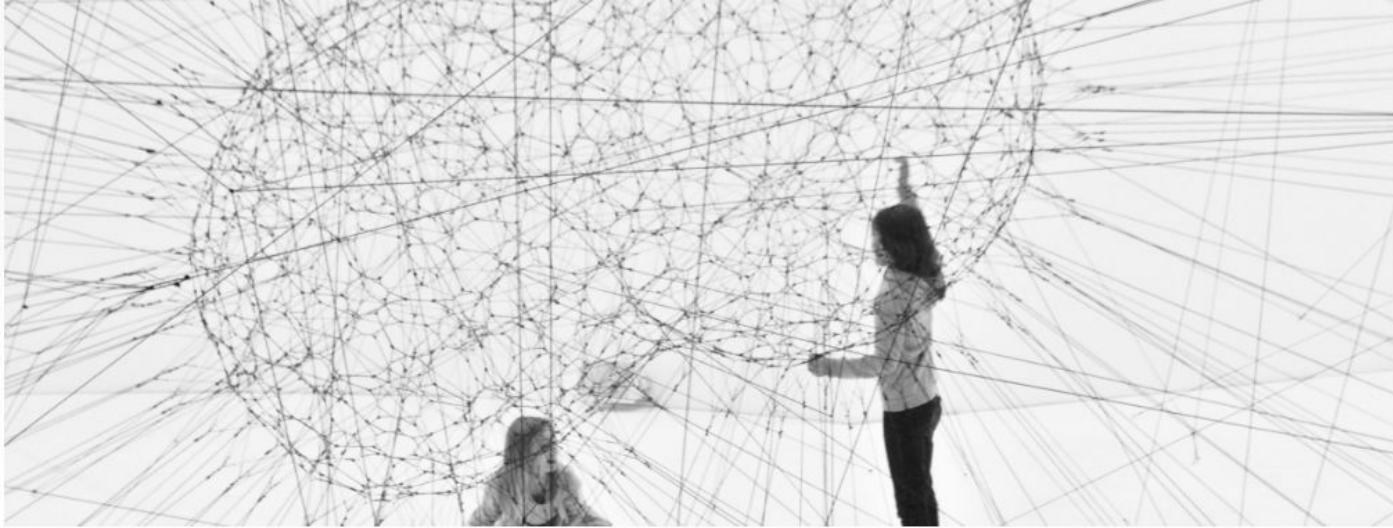
The Loud Silence of Digital Ethics in personal data mobile apps
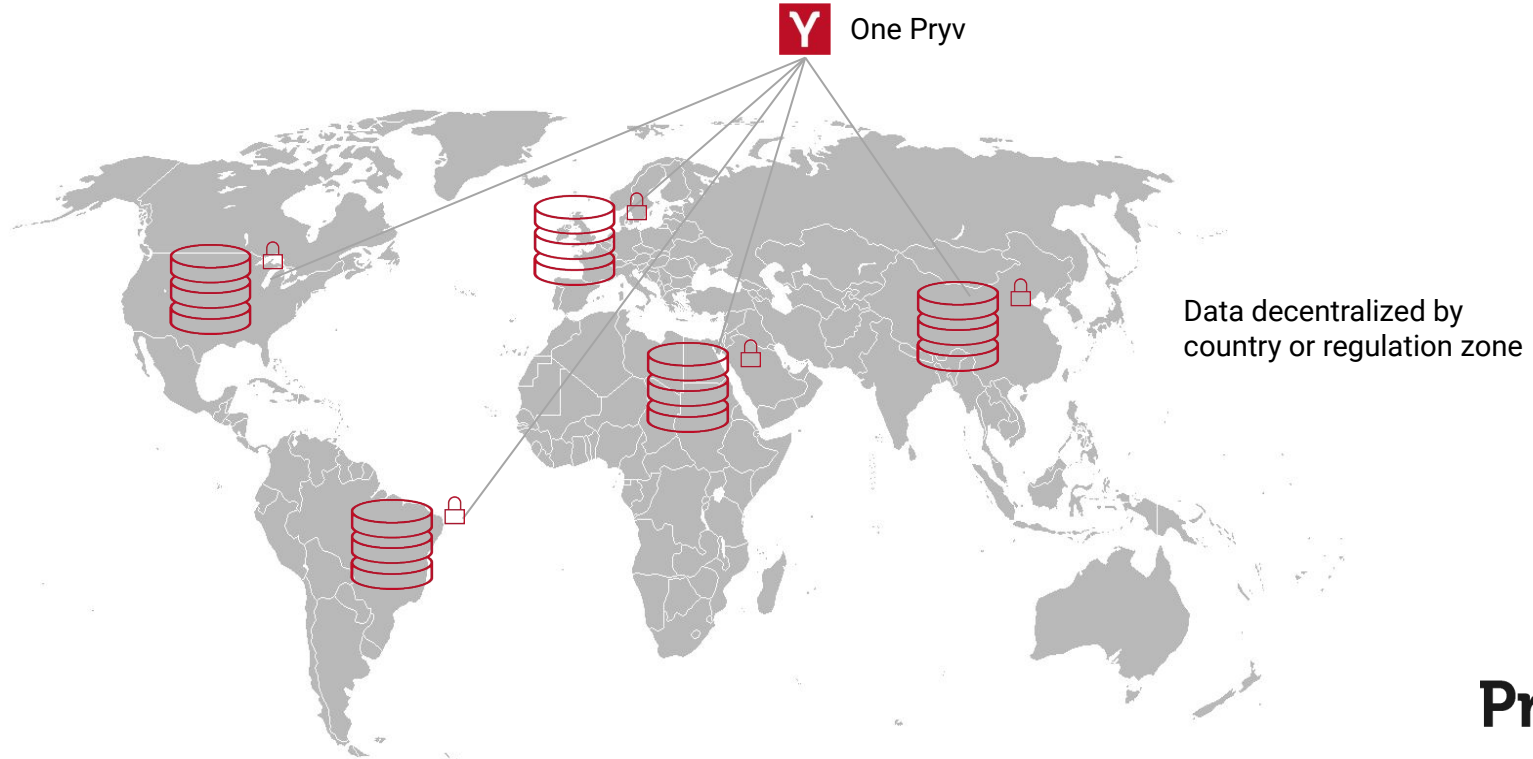
https://www.pryv.com/2020/09/08/the-loud-silence-of-digital-ethics-in-personal-data-mobile-apps/

Level up: light on the legal and ethical aspects of using gamification in mental mhealth apps

https://www.pryv.com/2020/08/24/level-up-light-on-the-legal-and-ethical-aspects-of-using-gamification-in-mental-mhealth-apps/

50 Shades of "Dark Patterns" to deceive privacy regulations

https://www.pryv.com/2020/08/03/50-shades-of-dark-patterns-to-deceive-privacy-regulations/

Is your eHealth solution considered a "medical device" within the EU?

YES — MDR-actions required

NO — it's your coffee time :)

Get your MDR compliance done right: explained in a less than 5 minutes read

https://www.pryv.com/2020/02/25/get-your-mdr-compliance-done-right-explained-in-3-minutes/

COTIDIANA

–

GDPR compliance

COTIDIANA summary
Project in 1 slide

COTIDIANA's goal is to create a market mobile solution that enables holistic and efficient patient monitoring, for clinical care and drug trials.

Some sub-goals:
- Develop **smartphone app** for supporting remote patient monitoring, that enables patients to self-report their experiences, quality of life, PROMs, and that can send data to an eCRF;
- Develop **algorithms for passively tracking** symptoms of rheumatic conditions using the smartphone (i.e., hand dexterity, gait and physical activity, mental health and wellbeing);
- Develop **web app for clinicians** to accompany their patients or study participants;
- Validate the usability, adherence, impact of the system in **field trials** in clinical care and drug trials;
- Validate **digital endpoints** based on passive smartphone data.

Selling points
- Validated and holistic medical device
- High usability
- Technology-enabled care ecosystem

COTIDIANA summary

Architecture of the proposed solution

Pryv.io data and privacy management middleware

Database

Encrypted connection (Smartphone app to middleware)

Encrypted connection (Trial Monitor web app to middleware)

Encrypted connection (Database to middleware)

Smartphone app
for Patients & Caregivers

- Medication reminders
- Fill-in PROMS
- Physical activity monitoring
- Sociability patterns tracking
- Finger dexterity monitoring

Trial Monitor web app for acompanying patients
for Clinicians and Clinical Researchers

- Personalize PROMS
- Display data from participants and trial
- Display alerts
- Contact participants
- Export data

eCRF Studymate Pro
for Clinical Researchers

- Clinical data capture
- Data consistency check
- Adverse event report
- Prepare file to send to regulators

PrYv