

Protecting Consumer Health Data Privacy

Health data collected outside the healthcare system by wearable devices, health and wellness apps, and online services are not covered by the Health Insurance Portability and Accountability Act (HIPAA). To protect that data, BBB National Programs has developed an accountability program called the Digital Health Privacy Program (DHPP).



Companies that collect and use health-related data not covered under HIPAA have an opportunity to take proactive steps to demonstrate leadership, get ahead of regulation, meet the privacy needs of their customers, and increase consumer trust in the digital health products ecosystem.

This program will:

- ▶ **Gather** input from select business leaders on the front lines of non-HIPAA consumer health data management.
- ▶ **Evaluate** participating companies' consumer health data privacy practices, in alignment with applicable state and federal data privacy requirements.
- ▶ **Certify** companies with a seal, demonstrating their accountability to robust standards for treatment of sensitive health data.
- ▶ **Provide** ongoing support to participants as their new products and services are offered to consumers.
- ▶ **Help** consumers find the products and services they can trust with their personal health data.

Work with BBB National Programs to evaluate, test, and launch the first independent self-regulatory standards for non-HIPAA covered health data.

- ▶ **Promote** your identity as a trusted brand with digital health information to build consumer confidence, through the DHPP seal.
- ▶ **Ease** the compliance burden of new and forward-looking laws regulating consumer health information (i.e., data not covered by HIPAA).
- ▶ **Demonstrate** accountability to lawmakers and regulators and mitigate risks associated with federal and state law enforcement action.

Your company will be asked to:

- ▶ Complete a short application form.
- ▶ Participate in a privacy readiness assessment of your product.
- ▶ Work with BBB National Programs on any necessary updates to processes and/or policies to program standards.

No matter the size of your business, protecting data privacy should be a priority and is a key component of maintaining customer trust.

The certification process includes a comprehensive audit and readiness assessment for your product as well as ongoing monitoring and support from the BBB National Programs privacy team. As a participant, your certification seal will demonstrate to customers that your product or service complies with the stringent requirements of the program.

Comprehensive Audit

- ▶ Evaluate your products' data collection practices for compliance
- ▶ Vet your advertising data collection practices, including first- and third-party trackers
- ▶ Review your privacy policies, terms, and notices to ensure necessary requirements are met

Findings Assessment

- ▶ Clear instructions and recommendations on next steps
- ▶ Developer checklists to help facilitate privacy by design
- ▶ Personalized consultations to discuss existing and emerging privacy laws
- ▶ Regular monitoring and real-time alerts to ensure you remain in compliance

Benefits

- ▶ Confidence that your products are fully compliant with established standards
- ▶ Hands-on support when privacy laws, regulations, practices, and guidelines change
- ▶ Ongoing privacy counseling with a fast turnaround time and sensitivity to your deadlines
- ▶ Complimentary educational opportunities and custom privacy trainings

Proven Success

For more than 50 years, BBB National Programs has embraced its neutral role in the execution of more than a dozen independent industry self-regulation, accountability, and dispute resolution programs. Companies and consumers have come to rely on BBB National Programs' Children's Advertising Review Unit (CARU) COPPA Safe Harbor Program, the first and longest-running FTC-approved COPPA Safe Harbor program in the U.S., to ensure that products comply with the stringent requirements of the COPPA Rule as well as other state and federal regulations.



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