

Embrace GDPR and Unlock the Future!

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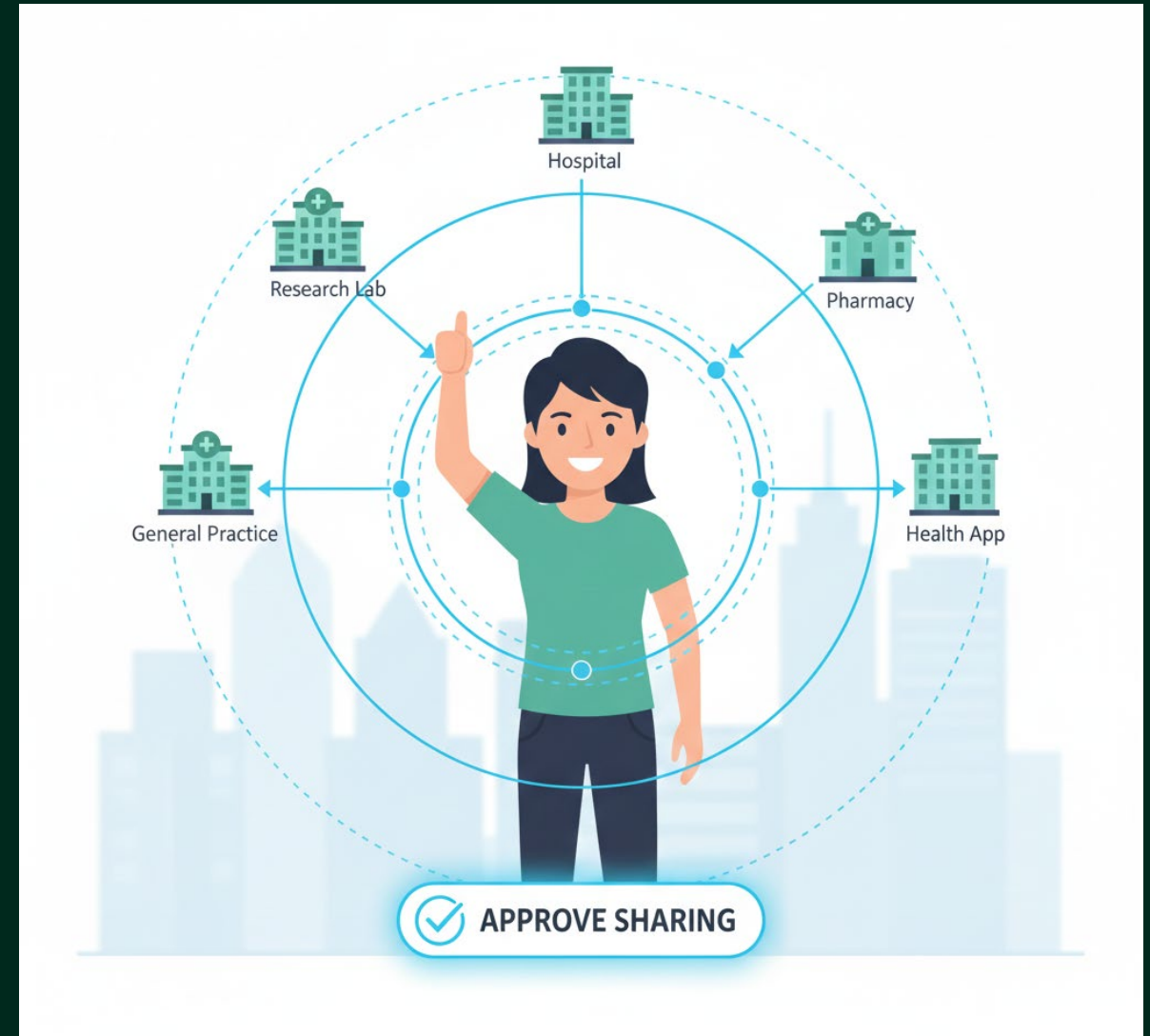
Ethics, Democracy & Data: Why Rules Matter

- Democracy is built on the equal value of every person
- Ethics are the rules we create to protect that value
- Clinical research must respect autonomy, dignity, and consent
- GDPR is not a barrier — it's a safeguard for trust and fairness
- Data is powerful — and power must be governed ethically



Embrace GDPR & GCP to Unlock the Future!

- Standards are powerful and transform chaos into insight
- Organisations are merely data custodians, individuals are the true owners
- Data sharing must shift from organisation-to-organisation → person-to-organisation
- Data is the fuel for innovation in the care system



Clinical Research: A Means to an End

- Publications are *outputs* of research, not *outcomes*
- Research must produce deployable, adaptable solutions
- Patient and Clinician preference is key for success
- With real outcome we create solutions that improve health economics and quality of life
- The rulebook for clinical research includes GCP and GDPR



Everyone gets paid, always!

- Technical frameworks for secure data sharing already exist — that problem is solved.
- We need to incentivise collaboration
- We need a clear framework covering agreements on IP, roles and stake from the start, ensuring trust and fairness
- Incentives must include clinicians, patients, data providers, algorithm developers, legal manufacturers etc.



