



ANALYSING THE PRIVACY ISSUES AND POLICIES OF EHEALTH APPS

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At a glance



Goals

Identify the most prevalent privacy issues in eHealth apps through user reviews, privacy policies and data agreements.

Offer concise guidance to help developers create highly-secure apps that prioritise privacy and promote awareness about shared data.



Key contributions

- Automatically and manually analyse 37,663 eHealth app user reviews.
- Analysis of top eHealth apps privacy policies and data agreements.
- Categorise extracted reviews into 8 privacy sub-aspects.
- Build a tool to calculate readability scores of privacy policies and the time users need to read them.

Major findings



Privacy policy neglect

Our analysis revealed that most users do not read privacy policies before using eHealth apps.



Time-intensive policies

Most eHealth app privacy policies are complex and take more than 15 minutes to read.



Readability issues

Privacy policies are often overly complex and difficult to read for the average user.



Scam concerns

Numerous users consider eHealth apps that demand concealed payments are likely to be scams.

More important findings



eHealth apps suffer from frequent data breaches and unauthorised access to information, putting user privacy at risk.



The healthcare technology sector must prioritise robust privacy safeguards to effectively protect user confidentiality.



Laws and regulations such as GDPR or APA emphasise, but don't specify, the importance of plain English in privacy policies.



Better approaches are needed to ensure users are fully aware of the privacy policies of eHealth apps before using them.

Improve your app's privacy policies

Contact [Omar Haggag](#) or scan the QR code to learn more about this project and discuss how we can improve the privacy policies in your apps.



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