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## Health and Well-being Apps – Problematic Legal Issues

24th April 2017

Lisbon Conference Room, Lower Ground Floor

Institute for European Studies, VUB

5 Pleinlaan, 1050, Brussel

By registration only ([info@brusselsprivacyhub.org](mailto:info@brusselsprivacyhub.org))

Professor Paul Quinn, VUB, Brussels Privacy Hub  
Marc Martens, Bird & Bird

The phenomena of 'appification' has, amongst other areas, made major inroads into the area of health and well being. Such a development has manifested itself with the availability of a wide range of apps of varying application and quality. Within this range one can discern a broad spectrum ranging from apps that perform important functions associated with traditional medical devices to more frivolous activities loosely associated with the concept of well being. Within such a spectrum it may often be difficult to draw a line distinguishing activities that are genuinely 'medical' in nature from those that are not.

Each of these types of 'app' pose varying legal issues ranging on the one hand from questions associated to privacy and data protection to issues of liability related to the potential of such apps to be used as a medical device. This session aims to explore the most salient of these issues, and in doing so, attempt to highlight why the development and use of such apps remains fraught with difficulties.

This presentation, which represents a co-operation between the Brussels Privacy Hub and International law firm Bird will explore these issues taking into account recent evolutions in the regulatory landscape of the EU, including most importantly the effect of the EU's new General Data Protection Regulation and other key initiatives.

<b>12.30-12.45</b>	Arrival and lunch
<b>12.45-13.45</b>	<i>Introduction to the world of Health Apps – Paul Quinn</i> <i>Discussion of general legal issues associated with Health Apps – Marc Martens</i> <i>Discussion of Health Apps From a Privacy and Health Perspective – Paul Quinn</i>
<b>13.45-14.30</b>	Q & A and general discussion, chaired by Paul Quinn,