

## **Trust Track Solutions**

Presented by the University of South Florida, Undergraduate Division

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Topic: Data Privacy and Flo Health Inc.

Audience: Board of Directors of Flo Health Inc.

### **Executive Summary**

Flo Health, a women's health and reproduction application, has a host of structural problems that have led to extreme data privacy concerns for its users. Misleading wording leads customers to believe that their health data will remain private. In reality, their data is bartered to Facebook and Google to create targeted advertisements in exchange for software development kits to help attract more users to the Flo. The harms from this exchange cannot be stressed enough: distrust, data leaks, and potential for legal ramifications in a world after *Roe v. Wade*. Women no longer routinely chose Flo, leading to increased enrollment with our competitors. We propose a multi-faceted solution for this ethical issue, starting with incorporating ethical maxims present in certain legal frameworks such as HIPAA. This solution includes a transparent, opt-in process for selling user data to benevolent actors, such as researchers recommended by the American College of Obstetricians and Gynecologists or ACOG. These solutions would not only protect user data but also allow Flo Health to lean into a profitable niche. Our solution is the desirable ethical remediation for the current lack of data privacy on Flo Health.