Where is your data going?

Recent analysis of medicines-related apps found

19/24 apps shared user data with

21 “3rd parties”

3rd parties often commercialise user data in some capacity

3rd parties could share users’ data with up to 216 “4th parties” that can build profiles of individuals, which drive business decisions in sectors such as:

- financial services
- consumer credit
- health insurance
- telecomms
- digital marketing
- tech