Technology – Is a Deeper Dive Needed?

Genetic Alliance Webinar Series
October 8, 2013

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Because people have vastly different views about privacy

... but all consumers need a fast, simple, intuitive way to express their view (including in real time!)

Public Views on Privacy and Health Research

Study commissioned by Institute of Medicine (2009) and conducted by Dr. Alan F. Westin

<table>
<thead>
<tr>
<th>View</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Consent is not needed if my identity will never be revealed and the study is IRB supervised...</td>
<td>48%</td>
</tr>
<tr>
<td>Willing to give general consent in advance for use of my data without being contacted...</td>
<td>24%</td>
</tr>
<tr>
<td>I would not want researchers to contact me or to use my data under any circumstance...</td>
<td>16.5%</td>
</tr>
<tr>
<td>10%</td>
<td></td>
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To enable ease and an extraordinary range of granularity
Based on an highly intuitive, non-coercive guide structure
PEER provides a great example and is *in use today*

Private Access’ technology today powers the PEER (Platform for Empowering Everyone Responsibly) Network for medical research in partnership with Genetic Alliance… cross-disease, cross-organizational, unique governance structure.

The Platform for Engaging Everyone Responsibly in Medical Research for all Disease Areas
With an Ability to iFrame the Platform into Any Website

Your selected logo art and call-to-action headline appears with fonts, background colors and links that follow your theme.

The PEER widget appears in an iFrame that you place directly on your webpage.

PEER network’s Privacy Policy and Terms of Use are easily accessible, and include seal certificates that Web users trust.