

Peer Review

# Review of: "Trust and Trade: Patient Perspectives on the Ethics of Real-World Data Monetisation"

Dr. LAKSHMI PRASANTHI Nori<sup>1</sup>

1. Pharmaceutics, Shri Vishnu College of Pharmacy, Bhīmavaram, India

## 1. Ethical framing

The manuscript presents fairness, reciprocity, and legitimacy in a thoughtful and timely manner. Briefly clarifying how these concepts are defined or applied would further strengthen conceptual clarity.

## 2. Patient trust and governance

The discussion of patient trust is well supported by policy context and survey evidence. The paper could be improved by more explicitly linking patient perceptions to concrete governance or regulatory actions.

## 3. Monetisation pathways

The broad treatment of data monetisation is appropriate and inclusive. A short distinction between direct and indirect value-generation models may add useful ethical nuance.

## 4. Geographical balance

The UK and EU examples are clearly explained and highly relevant. Including a brief comparison with non-European data governance settings could enhance international applicability.

## 5. Proposed safeguards

The five safeguards are practical, balanced, and ethically grounded. A brief acknowledgement of implementation challenges would add realism and strengthen the recommendations.

## Declarations

**Potential competing interests:** No potential competing interests to declare.