

Peer Review

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

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The topic of the paper is definitely of interest and deserves a quite extensive in-depth evaluation.

The analysis, mostly referring to UK and EU experiences, of the present models adopted for data collection and utilisation clearly demonstrates, together with highly positive results, possible misuse up to abuse in terms of monetary exploitation.

The existing regulatory procedures do not seem to be fully effective in securing a fair handling of the collected information.

The author, therefore, suggests five steps that could guarantee the need of the interested subjects to see their rights for unambiguous utilisation of their personal information respected

However, the proposed steps are based on the personal beliefs of the author and not on the consideration of already existing supporting experiences.

Of course, the suggestion of an original proposal is more than welcome, on the condition that an exhaustive discussion of their strengths and constraints is thoroughly presented in the discussion section, together with the mention of possible alternatives, inclusive of the reasons for such alternatives to be considered of lower impact.

In synthesis, the topic would certainly raise the interest of readers; however, without the suggested amendments, the paper is missing its strength and remains at the level of soft personal non-substantiated recommendations.

Declarations

Potential competing interests: No potential competing interests to declare.