

Peer Review

Review of: "Trust and Trade: Ethical Reflections on Patient Trust and the Monetisation of Real-World Data"

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This is a valuable commentary that brings attention to an important, yet underappreciated topic. I agree with the problem statement and the ethical framework used to analyze it, as well as with the broader conclusion that the solution probably lies in a shift towards transparent governance and clear benefit-sharing. However, it is important to emphasize that this is a complex problem, and the five safeguards proposed in the commentary should be seen as a starting point for policy discussions, rather than a definitive solution. There are various practical challenges to the implementation of the five safeguards: for example, complex and heavy informational disclosure requirements under the applicable privacy & data protection regulations often go against the ethical ideal of a "transparent, plain-language consent," one of the five safeguards proposed in this commentary. Another potential challenge is consent and/or notification fatigue, as also acknowledged by the author. Likewise, other safeguards also face practical implementation challenges, some of which have been identified and described in the commentary itself.

All in all, this is a useful commentary that helps bring the relational dimension of patient data commercialization to the ethical and policy discussions.

Declarations

Potential competing interests: No potential competing interests to declare.