

ONC's Model Privacy Notice Privacy Policy Snapshot Challenge

Create tools that illuminate privacy practices of digital health products

ONC's **Model Privacy Notice** (MPN) is a voluntary, openly available resource designed to help health technology developers who collect digital health data clearly convey information about their privacy and security policies to their users. The MPN does not mandate specific policies or substitute for more comprehensive or detailed privacy policies. Rather, similar to a nutrition facts label, the MPN provides a snapshot of a product's existing privacy practices, encouraging transparency and helping consumers make informed choices when selecting products.

The MPN content was updated recently by ONC, with feedback from the HHS Office for Civil Rights, the Federal Trade Commission, and other private and public stakeholders. The MPN also underwent informal consumer testing.

The **Privacy Policy Snapshot Challenge** is a call for designers, developers, and health data privacy experts to create an online MPN generator based on the updated MPN. Successful challenge submissions will create customized privacy notices that would be accessible from an app or other consumer health technology. The privacy notices must, following the MPN content, inform and educate the app or technology user so that they understand how the app or technology uses their personal health data.

Privacy Policy Snapshot Challenge



HOW TO PARTICIPATE

- Go to <https://www.challenge.gov/challenge/privacy-policy-snapshot-challenge/>
- Click "Submit Solution"
- Follow the submission instructions
- **Submissions Due: April 10, 2017 (1st place: \$20,000, 2nd place: \$10,000, 3rd place: \$5,000)**

LINKS AND RESOURCES

- Download the MPN content:
https://www.healthit.gov/sites/default/files/2016_model_privacy_notice.pdf
- Challenge Details and Submission: <https://www.challenge.gov/challenge/privacy-policy-snapshot-challenge>
- More MPN information: <https://www.healthit.gov/policy-researchers-implementers/model-privacy-notice-mpn>