

You are cordially invited to join the seminar. For enquiries, please contact Dr. Melody Chia-wen Lu, Department of Sociology, Faculty of Social Sciences, University of Macau.  Email: melodylu@umac.mo; Tel: 8822 8842.

**Time**: 14/11/2014 (Friday) **13:00-14:30 p.m**.   
**Venue**: E21-G002   
**Language:** English

**All are welcome!**

**How Your Personal Medical Data Became a Multi-Billion Dollar Business**

Adam Tanner,

*Institute for Quantitative Social Science, Harvard University*

Your medical data is for sale -- and cheaply. For a penny or less, data brokers buy a copy of the prescription you recently filled. Also available: anonymized records from doctors, insurance companies, blood labs, hospitals and others. IMS, the dominant health data broker, says this trade helps advance medical science as well as pharmaceutical marketing. Some say the sale of medical data, even if anonymized, poses great risk. She’s convinced these dossiers can be re-identified and will become a source of massive future discrimination.

**Dr. Adam Tanner** is a fellow at Harvard University’s Institute for Quantitative Social Science. His book, “What Stays in Vegas: The World of Personal Data – Lifeblood of Big Business – and the End of Privacy as We Know It” was published in September 2014 (Public Affairs, part of Perseus Books Group) The book tells the human stories about entrepreneurs and firms gathering personal data and the consumers about whom data is gathered. From 1996-2011 he worked for Reuters News Agency as Balkans bureau chief based in Belgrade, Serbia, San Francisco bureau chief, and reporter posted in Moscow, Berlin and Washington D.C. He contributes a column for Forbes at www.forbes.com/sites/adamtanner/, Twitter is @datacurtain.