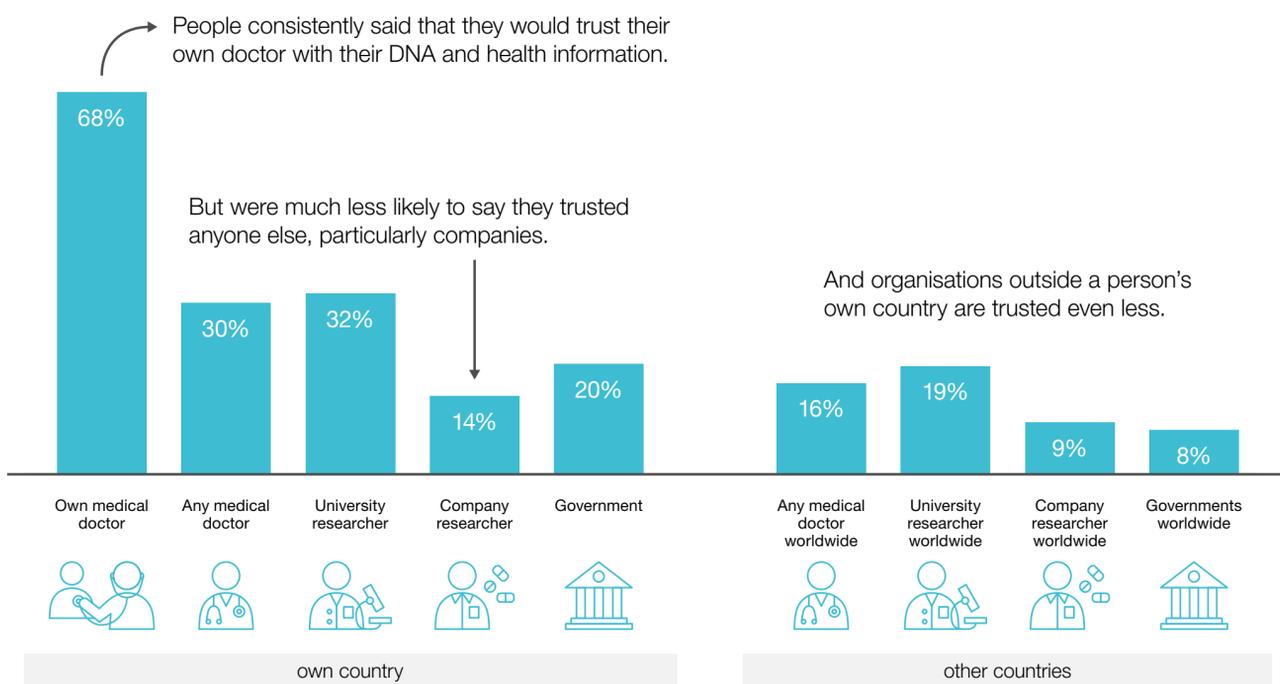
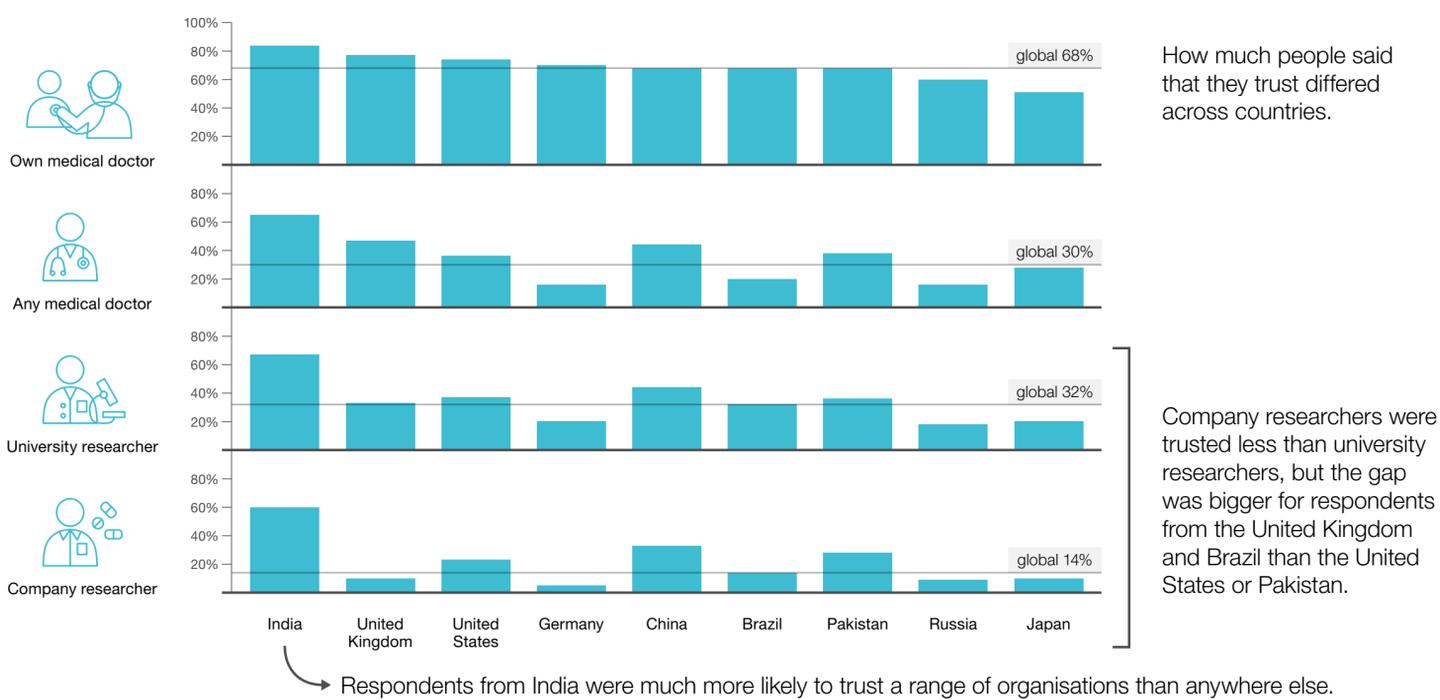


Trust is important in sharing data

People trust different organisations differently with data

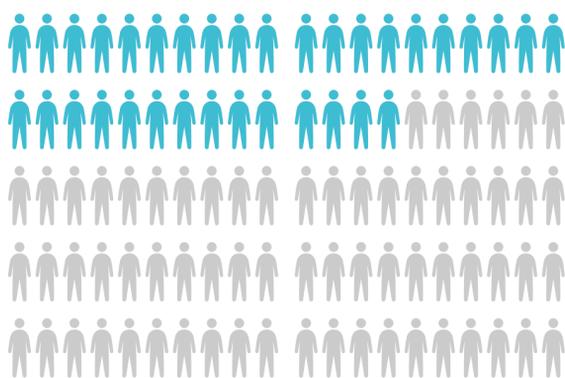


How much trust people place in different organisations varies



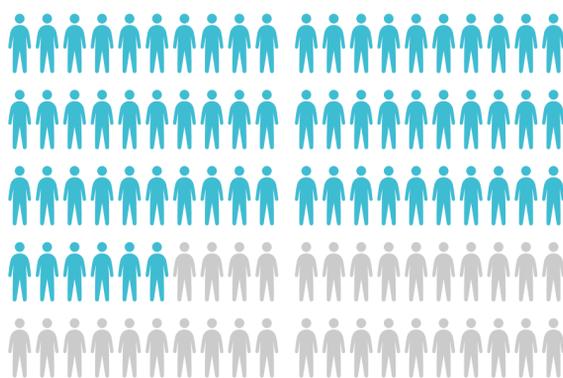
People who are more trusting were more willing to donate their data

People who trust **only one organisation or none**



34 out of 100 people will be willing to donate their DNA and medical information

People who trust **more than one organisation**



66 out of 100 people will be willing to donate their DNA and medical information

What might help people trust?

Ranking of what might help people trust

- 

1. Information about **who will benefit** from the data access
- 

2. The **option to withdraw** your data
- 

3. Knowing **who is using your data and for what purpose**
- 

4. Information about **how others will benefit** from the data access
- 

5. The **option to opt out** of having your data accessed by other researchers
- 

6. **Details about sanctions** if your data is misused
- 

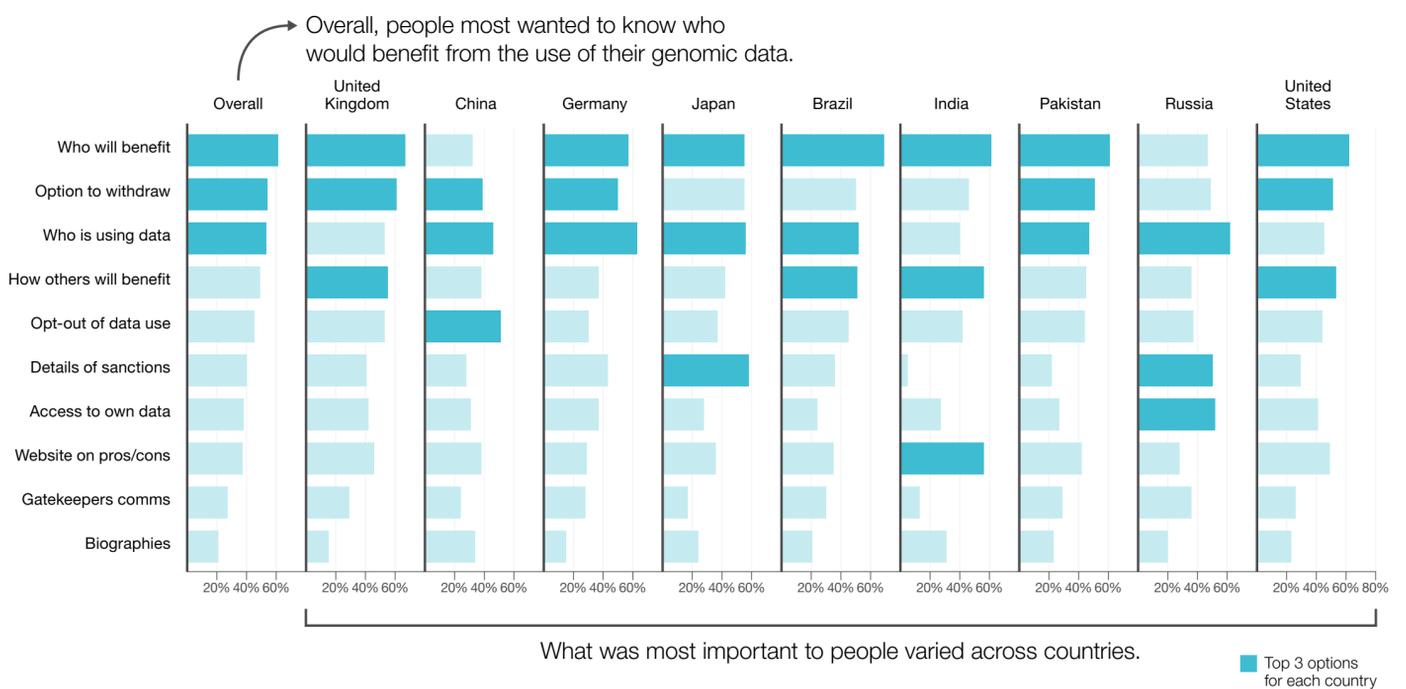
7. The **ability to access your own data**
- 

8. A **website** that explains the pros and cons of data access
- 

9. Being able to **communicate directly with gatekeepers** of your data
- 

10. **Biographies and photos** of researchers who would access the data

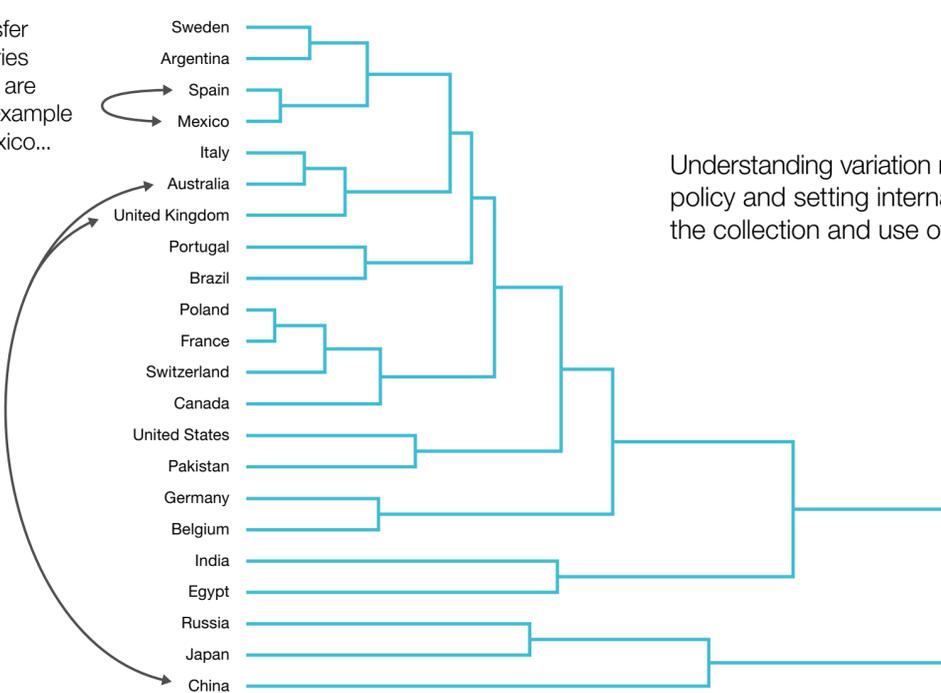
But people in different countries see different measures as important



And what people say is important is more alike in some countries than others

It may be easier to transfer policies between countries where similar measures are seen as important, for example between Spain and Mexico...

and less easy where differences are greater, for example between the United Kingdom or Australia and China.



Understanding variation may help when making policy and setting international standards for the collection and use of genomic data.



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