



What will the impact be?

Data related to health is deemed sensitive and therefore is dealt with more strictly with respect to its collection, storage, use and sharing. The pharmaceutical industry, which depends on sensitive data for its business, is one of the industries that most draws the attention of consumers and authorities with respect to data protection.

Important cases



Even without the LGPD in force, pharmacy and drugstore chains have already been investigated and sanctioned by consumer protection bodies, especially in relation to the flow of data resulting from discount and loyalty programs.

What are the main issues to be aware of?

- 1 Discount programs implemented by pharmacies
- 2 Sharing personal data with health sector players
- 3 Collection and sharing of data in franchise agreements
- 4 Security incidents (online or offline) involving personal data
- 5 Storage of medical prescriptions

Tips for complying with the LGPD



Reconcile LGPD and sectoral rules (especially RDC44/09)



Ensure transparency and clear information for data subjects, especially in regulations intended for consumers



Train employees (especially those who interact with consumers)



Adopt data protection clauses in agreements with business partners and suppliers



Pay attention to the time for keeping and storing medical prescriptions



Review flow of data collection and sharing for discount and loyalty programs



Provide a service channel for data subjects to exercise their rights



Reinforce standards for information security, especially in relation to (sensitive) health data