

Date

AgeTech and Privacy - Is Grandma Ready for the Brave New World?

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About FPF

The Future of Privacy Forum (FPF) is a global non-profit organization based in Washington, DC that brings together stakeholders to evaluate the societal, policy, and legal implications of data uses, identify the risks, and develop appropriate protections.

FPF's AgeTech Portfolio

- Investigating AgeTech's economic and privacy challenges
- Developing independent scholarly evidence on AgeTech
- Publishing findings for policymakers and stakeholders
- Researching global AgeTech privacy and AI policies

AgeTech, Privacy, AI

1. Exploring the AgeTech Landscape: What's Out There?
2. US Legal and Policy Climate for AgeTech
3. Closing Thoughts

Hypothetical: AffectionConnection

An older adult uses the AffectionConnection **app with Alfie, an AI companion for conversations and health check-ins.** While enjoying the interaction, they grow uneasy as Alfie's questions about mood and activities feel like an invasion of privacy. They worry about the recording, analysis, and potential misuse of their sensitive personal data.



The platform lets caregivers monitor routines, send messages, and view logs and live video feed via a separate interface. **A caregiver sets daily wellness check-ins on hydration and pain levels.** The older adult feels scrutinized and worries the data will influence caregiving decisions without their input or control.

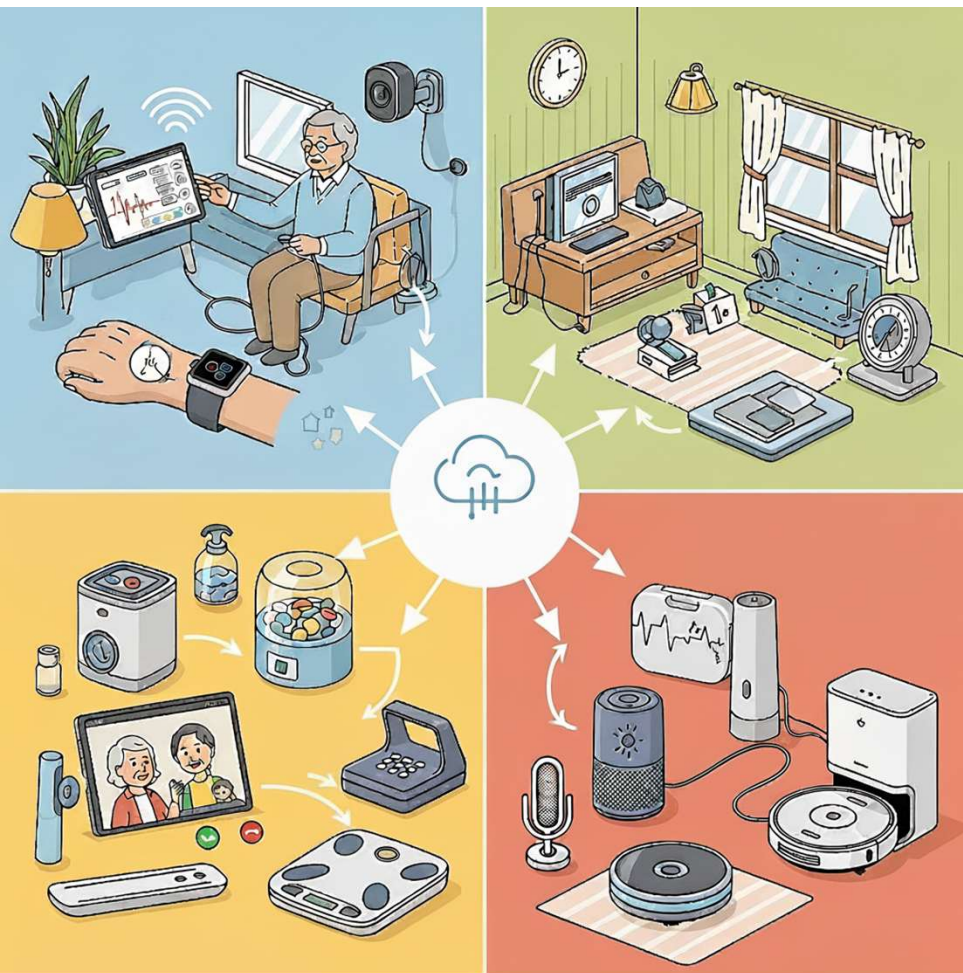
Hypothetical: AffectionConnection

Slido questions -

In this hypothetical, who is the real customer?

Who has the rights created by privacy laws?





Exploring the AgeTech Landscape

What's Out There?

AgeTech Landscape: Who and What?



Who?

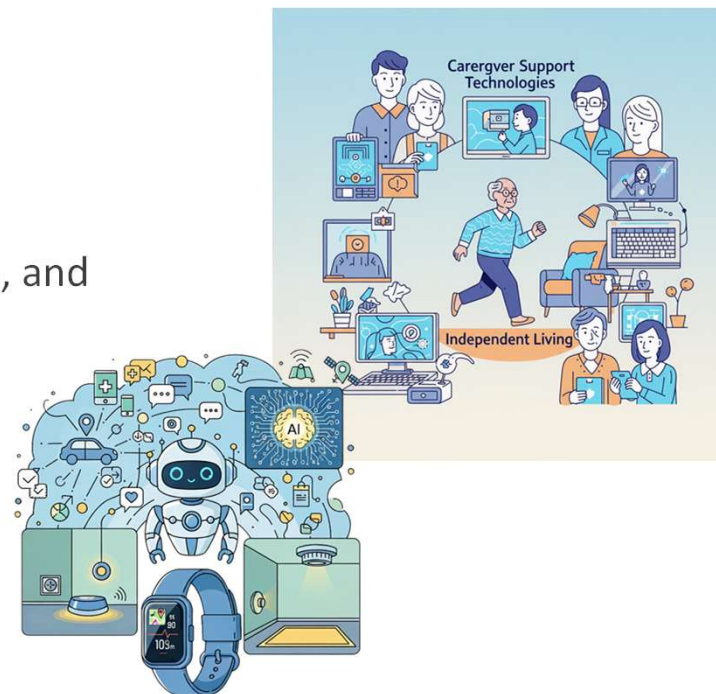
According to research by AARP...

- 91% own a smartphone, 78% have a smart TV, 62% use a tablet
- Older adults use AgeTech for independent living
- AgeTech targeted to caregivers supports communication, care tasks, and monitoring
- Many technologies assist both groups

What?

In a survey of 77 AgeTech products...

- AgeTech utilizes diverse technologies for support
- The most common tech combo: AI-enabled apps and sensors
- Microphones, GPS, and cameras are also prevalent
- Virtual reality (VR) and specialized medical devices (e.g., smart toilet seats)
- **Key Point: AgeTech-specific products vs. products adapted to aging and caregiving needs**

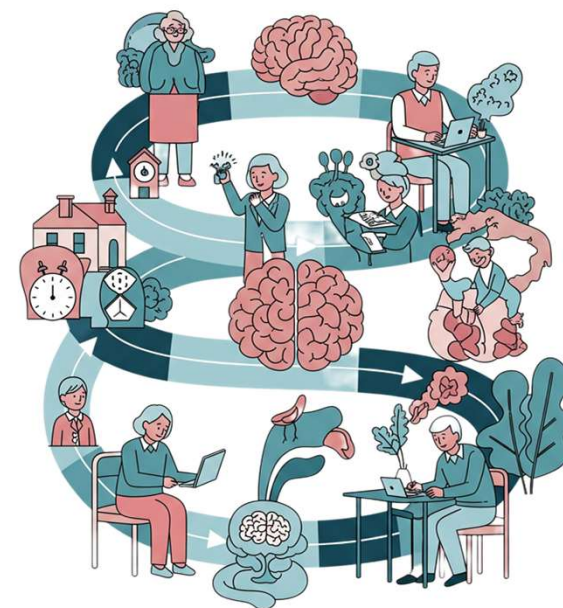


AgeTech Landscape: When and Where?

When?

It's not always clear who the products are targeted to - older adults or caregivers or medical providers or at what stage of life

- Caregivers and family may need to provide remote care
- The aging timeline is changing as treatments and science evolve
- Needs and capacity of older adults and caregivers will change, often diminish, over lifetime of a product or service



Where?

AgeTech largely supports independent living and home-based care

- Also used in assisted living and skilled nursing facilities
- Some used in inpatient settings

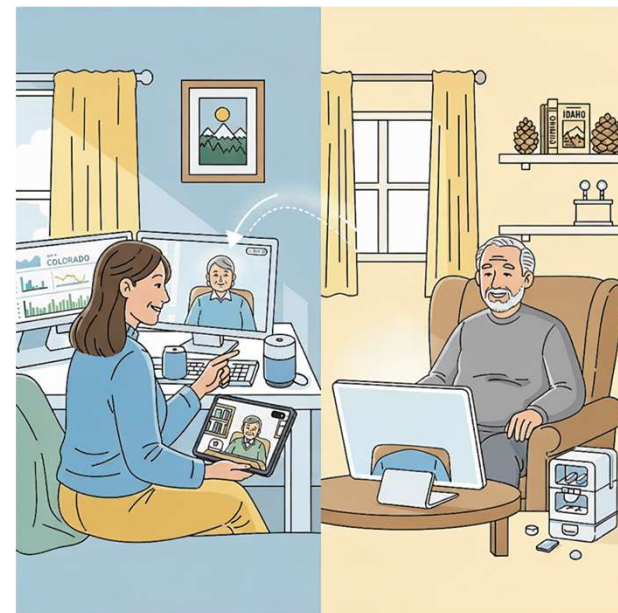
AgeTech Landscape: How and Why?

How?

- AgeTech products frequently collect sensitive information, including:
 - voice and video recordings
 - physical movements and activities
 - biometric measurements
 - location tracking
 - medical data - medical history, medications, symptoms

Why?

- **Reasons/demand for AgeTech -**
 - Emergencies
 - Health and daily activity monitoring
 - Social connection and mobility
 - Dementia care or "brain health"
 - Caregiver planning and remote monitoring

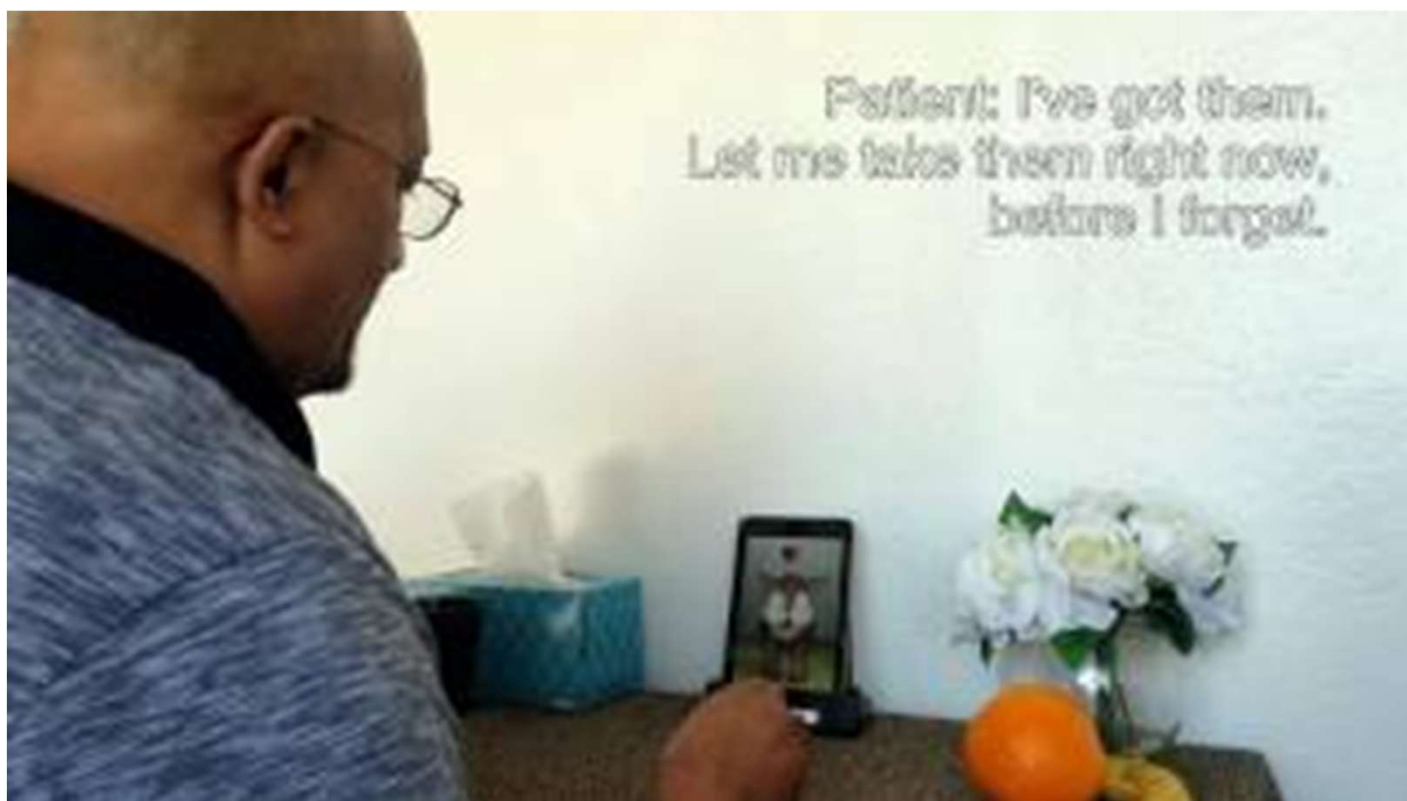


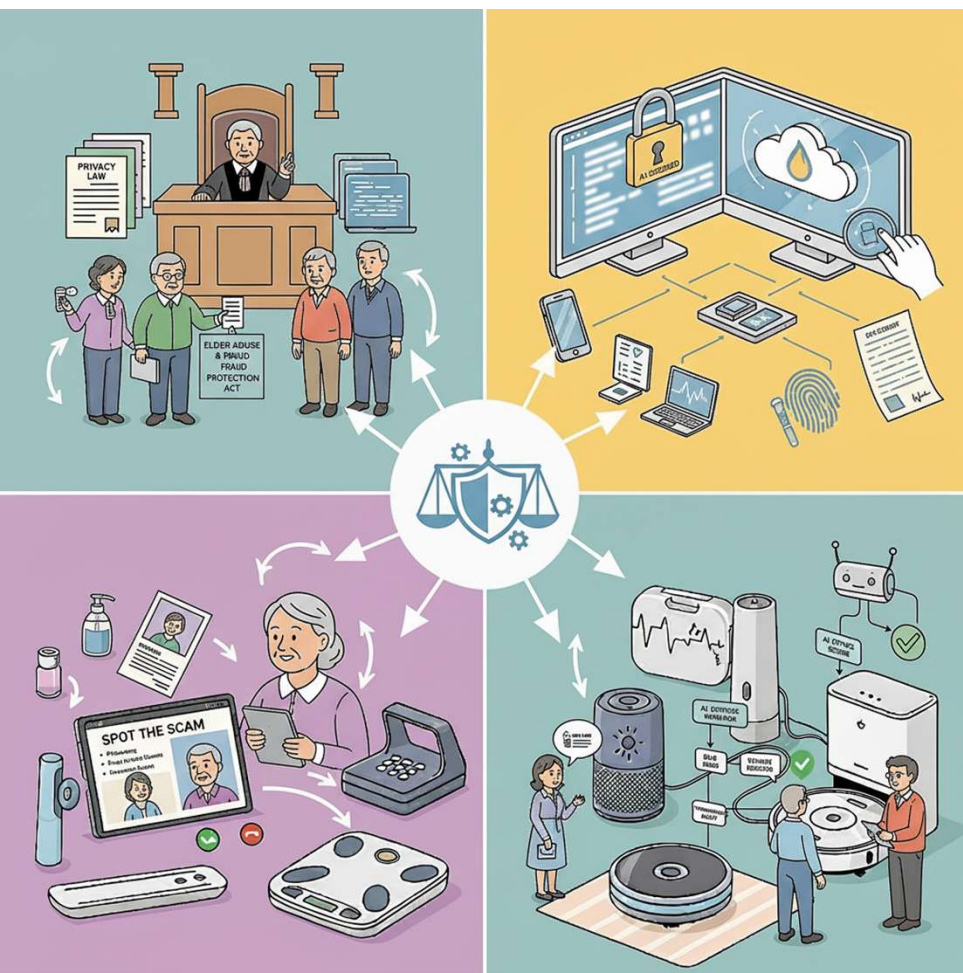
AI Companion ElliQ



Jubilee TV







The U.S. Policy Climate for AgeTech Innovation

Key Challenges and Opportunities

Why is privacy important for this population?

Two Quotes.

Company selling in-home cameras so caregivers can monitor seniors: **“Why the heck are Americans so super sensitive about videocameras in their homes??”**

and

When asked if videocameras should be placed in bedrooms and bathrooms, **“OF COURSE! Lots of accidents happen there.”**

In a study of people aged 75–85 who were sexually active, 54% reported having sex 2-3 times/month

[The Lancet](#)

Slido question -

What laws do you think are relevant to AgeTech?

State Laws

- Consumer protection laws (UDAPs)
- Consumer privacy laws
- Health data laws
- State medical data laws (like CA CMIA)
- Narrow laws - like re: biometrics, neural data
- State wiretap laws
- Elder abuse and neglect laws
- AI laws, esp. for chatbots, mental health

Federal Laws

- **Financial**
 - Fair Credit Reporting Act (FCRA)
 - Gramm-Leach-Bliley Act (GLBA)
- **Medical**
 - Health Insurance Portability and Accountability Act (HIPAA)
- **Communications**
 - Telephone Consumer Protection Act (TCPA)
 - Electronic Communications Privacy Act (ECPA)
- **Federal Trade Commission (FTC)**
 - Consumer Protection (Sec. 5)
 - [Elder Abuse Prevention and Prosecution Act](#)

Slido questions -

What legal and ethical issues do you see re: AgeTech?

How are privacy and legal issues more difficult in AgeTech context?

Cheeky statistics aside...



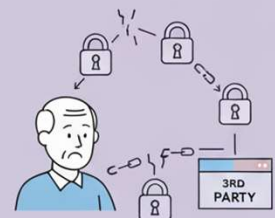
AgeTech and Caregiver Tech raises questions about...

- *What happens to the data?*
- **Identity** and **consent** questions -
 - Who is the actual customer signing up for the product? How can caregiver act on behalf of the senior?
 - Can caregiver truly give data privacy consents?
 - What if caregiver lacks a Power of Attorney?
 - What about turnover among caregivers?
 - What about seniors capable of initial consent but who will lose capacity over time?
 - Will clickwrap contracts be enforced if company knows that most are executed by caregivers?
- What **bystander data** is captured and what laws apply?
- **AI** - consumer expectations; risks are posed by "data drift" and other AI deterioration?
- How will AgeTech facilitate **fraud**? How to mitigate?

Among our research questions....

PRIVACY & AI POLICY FOR AGETECH

CHALLENGES & RISKS



REGULATORY PRINCIPLES



HUMAN-CENTRIC & ETHICAL AI



TRANSPARENCY & EXPLAINABILITY

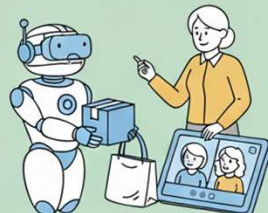


PRIVACY BY DESIGN

OPPORTUNITIES & INNOVATION



EMPOWERMENT & CONNECTION



INTEGRATED & SECURE SOLUTIONS

Closing Thoughts

Look forward to more work!

Questions & Contacts



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