



PRESS RELEASE

**42 percent of Germans are willing to share their data to support medical progress
Cancer researcher Christof von Kalle believes big data has vast potential**

Berlin, 12 February 2016. Almost half of the German population would allow health institutions to collect their data and many other people's data in anonymous format to drive progress in disease diagnosis and treatment.

This is one of the findings of a recent representative survey conducted by the TNS Infratest opinion research institute on behalf of the Vodafone Institute for Society and Communication. Over 8,000 people in eight European countries took part in the survey.

Europe-wide, the number of survey respondents who could envisage this scenario is even higher at 61 percent. Furthermore, 53 percent of European respondents stated that they would consent to the collection, storage and analysis of their health data without it being anonymized, provided that it is used to help them or other people become healthy again.

Renowned German cancer researcher Christof von Kalle referred to the vast potential of big data in the "Big Data: Big Power Shifts" lecture series, which was organised by the Humboldt Institute for Internet and Society and the Vodafone Institute. "Even today, by analysing large quantities of data, we can provide cancer patients with a more targeted therapy. And this technology is still in its infancy." At the same time, Christof von Kalle warned of the pitfalls associated with poor quality data analyses and urged people to take a responsible approach to using big data that guarantees privacy protection.

Christof von Kalle has been the Managing Director of the National Centre for Tumor Diseases in Heidelberg since 2005 and is considered to be one of the leading international experts in the field of stem cell research.

The entire survey is documented in PDF format on the Vodafone Institute's website at www.vodafone-institut.de

About the Vodafone Institute

The Vodafone Institute for Society and Communications explores the potential of mobile and digital technologies to improve political, social and economic participation and to give better access to education. It is a think and do tank that fosters the dialogue between science, business and politics.

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