

# Intended Purpose

The purpose or intended purpose is the definition of the use for which your application has been intended according to the information provided by the vendor on the labelling, the instruction for use and/or marketing material. As a vendor you might want to take into account the following guidelines in order to define the intended purpose of your application:

## 1. Limit the scope of your application

Make a clear and concise definition of the scope of your application and why you will offer it to the public. Define the scope, the goals, stakeholders/owners, aimed public.

## 2. Define data collection

Your application must only collect and process data that is in meaningful relationship to the functionality of the app. Do not collect any other or more data than strictly necessary.

## Updates

You should also inform users about the application development cycle in terms of release calendar etc.

The application includes the date of the latest update and must inform users when an updated version is available.

If you change the purpose of your application or integrate new functionalities, you must re-define the additional data you will collect.

## Children

Applications that are designed or destined for use by children must apply the most restrictive data processing legislation in terms of data minimization and purpose limitation and refrain of collecting data through children of relatives and/or friends. The national legislation is applicable as to the definition of whom is considered a child.

## Transparency

The app offers transparent information about technical party and/or business lead's identity, professional/business qualification (e.g. medical doctor, pharmaceutical company, etc.) and location. Ideally the app offers a link to a website for more information.

The app also offers information about its funding sources, promotion and sponsorship and identifies possible conflicts of interest.

You should identify which 3<sup>rd</sup> parties have collaborated on the establishment of the application and/or will have access to the data.