

Multimedia Appendix 2.

The acceptance uptake in percentage when health information is shared from *a technological company* to a *new technological company*.

	Not informed, %	Informed, %	Opt out, %	Consent, %
No review				
Develop a new product or service	28	43	57	58
Promoting or advertising or marketing	14	31	48	55
Investigate a policy initiative	25	41	56	56
Evaluate the quality	27	44	58	58
Review of use				
Develop a new product or service	40	58	71	66
Promoting or advertising or marketing	27	46	60	60
Investigate a policy initiative	38	56	69	68
Evaluate the quality	40	60	71	71
Review of use and transfer				
Develop a new product or service	40	58	71	70
Promoting or advertising or marketing	26	46	60	59
Investigate a policy initiative	38	56	69	68
Evaluate the quality	40	60	71	70

The acceptance uptake in percentage when health information is shared to develop *a new product or service* and with *no review process*.

	Technological company, %	Pharmaceutical company, %	A research project, %	A national authority, %
Not informed				
A technological company	24	31	29	33
A research project	30	37	35	39
Your healthcare provider	35	42	40	44
Informed				
A technological company	39	44	43	46
A research project	49	53	55	56
Your healthcare provider	53	57	61	61
Informed opt-out				
A technological company	48	52	56	56
A research project	59	63	71	69
Your healthcare provider	63	66	76	74
Information consent				
A technological company	46	50	54	54
A research project	57	61	69	68
Your healthcare provider	62	64	75	73