Terms of Service; Didn't Read

2020 Internship Showcase

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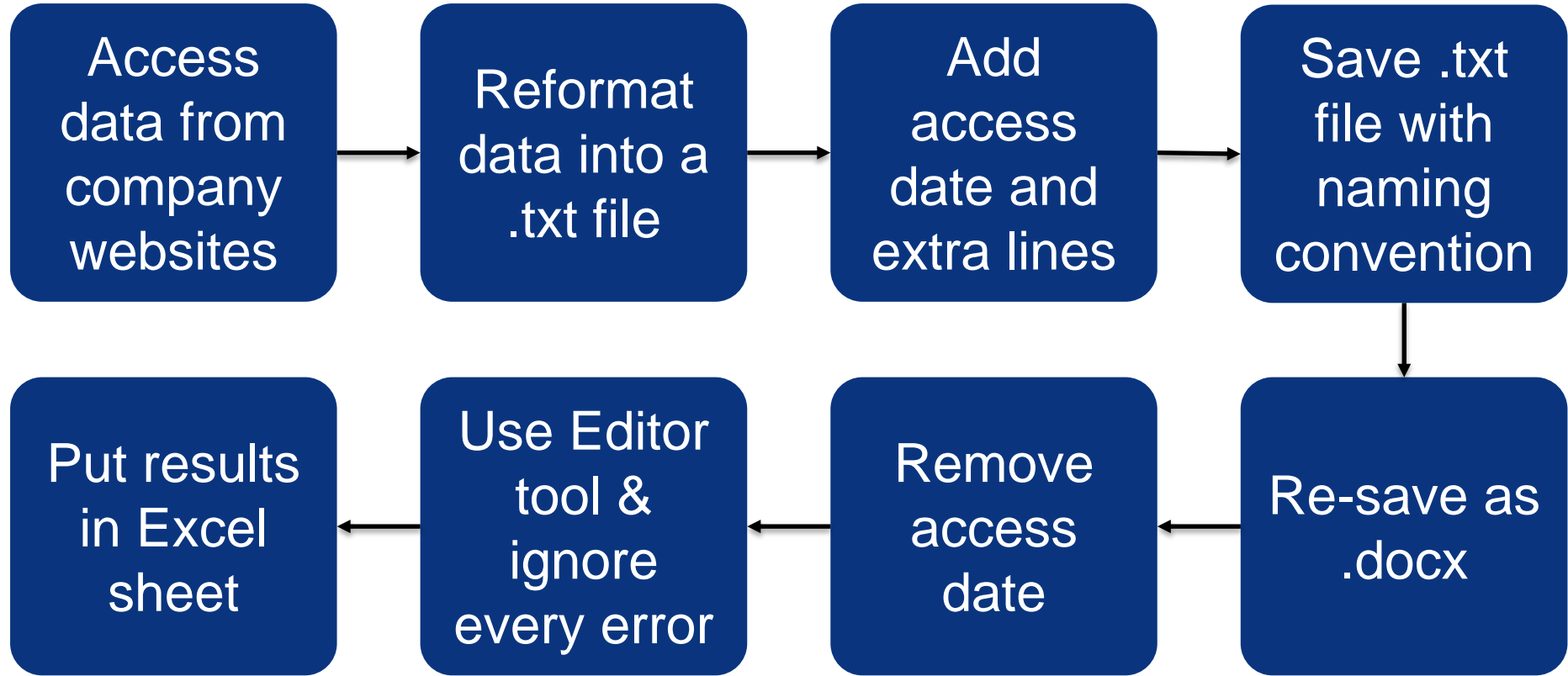
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Overview

- Terms of Service are legal agreements between a service provider and consumers
- Most online agreements are incomprehensible to Americans
- The increasing use of wearable devices for monitoring health status may put consumers at risk
- Assess readability of fitness tracker privacy policies and terms of use/service
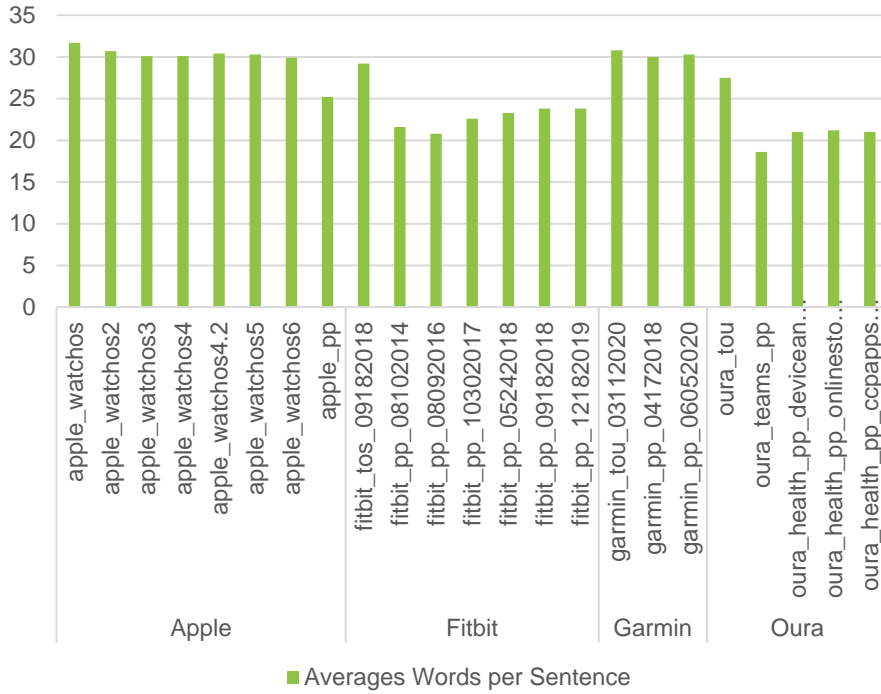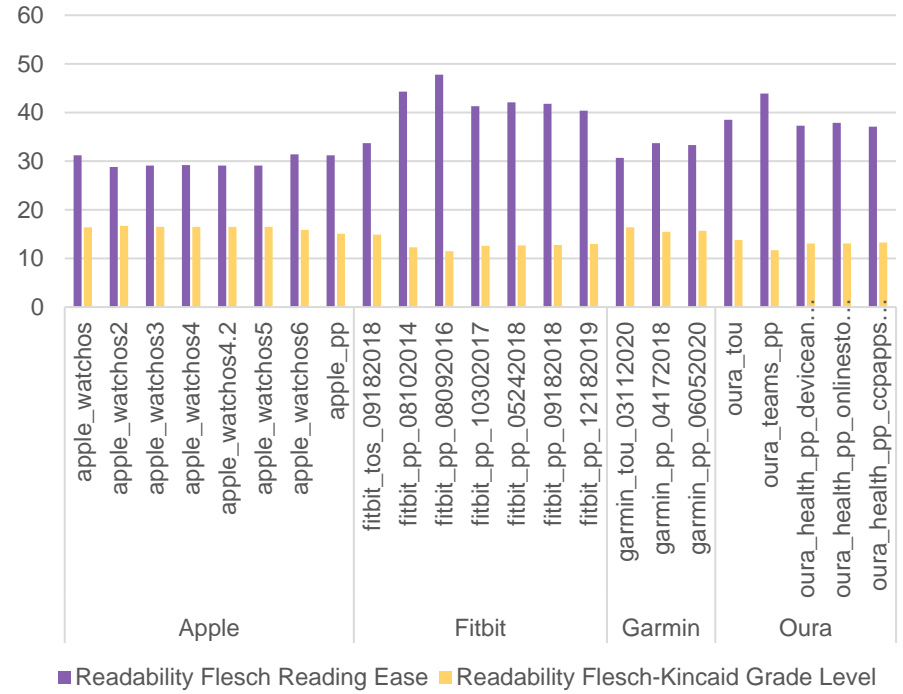 - Fitbit, Garmin, Apple, Oura

Methods

Access data from company websites → Reformat data into a .txt file → Add access date and extra lines → Save .txt file with naming convention

Put results in Excel sheet ← Use Editor tool & ignore every error ← Remove access date ← Re-save as .docx

Results

Words per Sentence

Readability Measures

Discussion

o Materials started out being hard to read and continued to be hard to read.

o Vendors that focus on specific products are much more transparent about their policies and contracts (Oura vs. others).

o Older, more established companies have longer contracts.

o This assessment is part of a broader effort to conduct a legal review of these materials. This work is still in progress.

Recommendations

o Vendors should increase readability and attractiveness of reading.

o Consumers should attempt to compare policies before purchasing devices.

o Researchers and Institutional Review Board should review and compare device policies before selecting them for studies.

- The risks and benefits of policies should be summarized (in plain language) as a part of informed consent.

References

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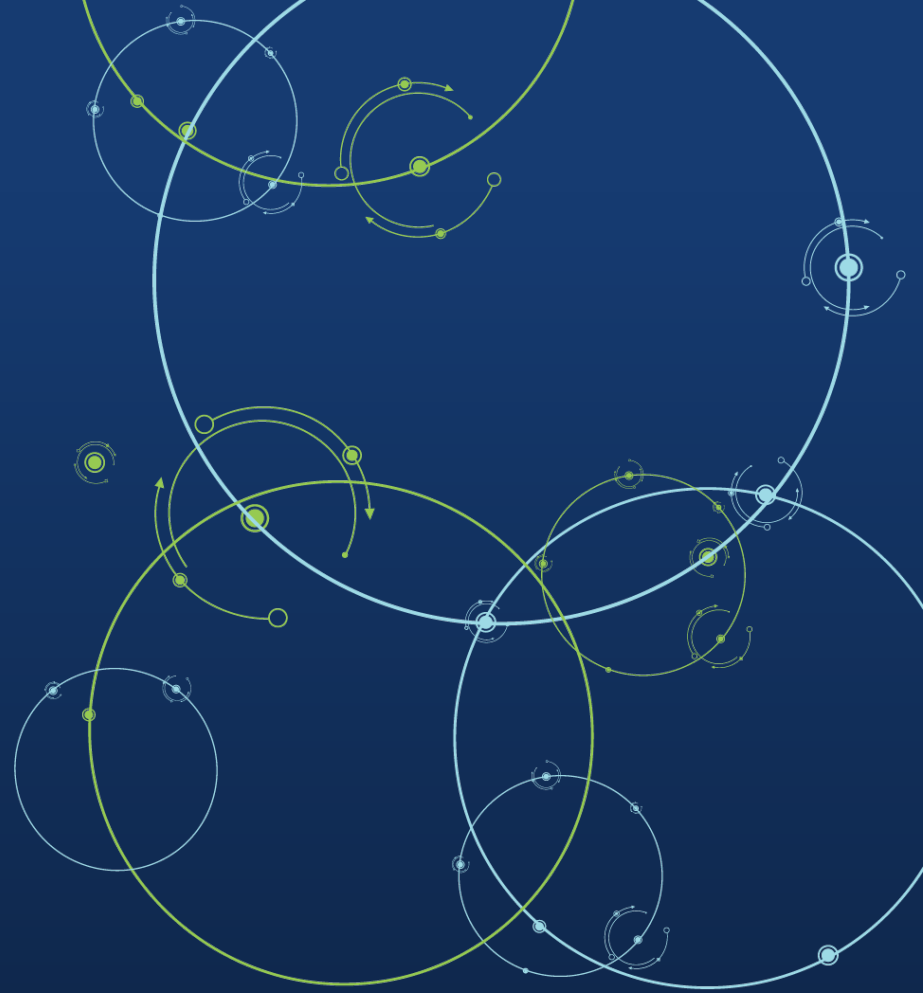
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Thank you

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