

YOUR BODY, OUR DATA WITH DR KATHARINE KEMP

THE USE AND ABUSE OF DATA BY POPULAR FERTILITY APPS

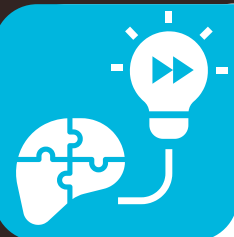


Invasive tracking

Fertility apps generally operate on data entry - the user logs their health information into the platform. But they also collect usage data and track users through their browsing history.

Permissive default options

Some apps set default options which are more permissive with users' data and may otherwise hide settings which would promote privacy and data security.



Misleading heuristics

In one example, an app presented the user with two types of subscription: Gold and Silver. The only difference between the two was that Gold permitted wider use of the data.

Long term storage

Some apps propose to store users' data for three years - others, six or seven. This is significantly longer than otherwise needed and result in the data being misused.

