1. Intro
   1. Good afternoon, everyone. We're excited to introduce you to FinePrint by PCAVE. In today’s digital world, whether you’re shopping, browsing, or signing up for a new service, every click comes with a set of terms and policies. They're often overlooked—but they matter to how your information is being used.
2. Disney story
   1. Let’s start with a story. In 2023, Dr. Tangsuan died in a Disney restaurant after the staff ignored her clearly stated dietary restrictions, causing a fatal allergic reaction. When her husband, Jeffrey Piccolo, sued for wrongful death, the case almost didn’t go forward because of Disney’s argument:

He had signed away his right to sue when agreeing to the Disney+ subscriber agreement. The only reason Piccolo is now getting a fair shot at justice is because his legal team went to the press, and the story sparked massive outrage.*This story is a powerful reminder of what we give away when we click '****I agree****.'*

Would this have gone differently had Jeffrey Piccolo read the terms of service?

1. Information Gap
   1. Terms of service typically contain over 3,000 words, require college level reading comprehension and some take over 40 minutes to read. Here is an eye opening visual from the BBC. Spotify’s terms of service document is only slightly shorter than a Shakespeare play. So in reality your average American who has a middle school reading level, and does not understand legalese is not reading these.
2. Problems
   1. It is clear by now there is a problem here. According to a study by Deloitte only 91% of people read the terms of service. Any one else starting to feel like a statistic? You leave a digital foot print every where you go sometimes without even knowing it. It is more important than ever to be aware of what you are agreeing to and how your data can be used. Corporations are using this lack of transparency as a weapon to take advantage of us and we need a solution.
3. The Solution
   1. FinePrint is a Chrome extension that brings transparency to the parts of Terms of Service that *you* care about. Everyone has different priorities when it comes to online privacy, data use, and digital rights.

FinePrint puts you at the center of the experience by analyzing the entire document and highlighting the insights that matter most — based on your personal preferences. It’s personalized transparency that respects your unique concerns and boundaries in the digital world, empowering you to make informed decisions about the services you use, on your terms.

1. How Does FinePrint Work
   1. FinePrint helps you *before* you click 'I agree.' With the extension always running in the background, FinePrint is always on hand. As soon as you're about to accept Terms of Service FinePrint detects it and alerts you in real time.
   2. It automatically analyzes the Terms of Service, highlights problematic clauses like data sharing or forced arbitration, accompanied by very clear warnings. Finally, it summarizes the document in plain language, so you know exactly what’s at stake—before you give your consent.
2. Existing Products
   1. Now we’re not the first to recognize companies’ lack of transparency and there are existing products trying to tackle this. Terms of Service; Didn’t Read (ToS;DR) is a volunteer-led website that flags harmful clauses but because it’s not updated in real time, users can miss key policy changes. Tools like *There’s an AI for That: Terms & Conditions Reader* require a paid ChatGPT Plus subscription and relies on manual uploads (which most users won’t do). These gaps show a clear need for a smarter, more accessible, and customizable tool — and that’s exactly what FinePrint delivers.
3. Our Product: FinePrint
   1. FinePrint automatically scrapes a website’s Terms of Service and generates a concise, easy-to-understand summary , no manual copy-pasting required. It flags potentially concerning clauses in real time, and best of all, it’s personalized to what you care about. Understand what you’re agreeing to instantly — without all the confusing legal mumbo jumbo getting in the way.
4. Impact
   1. FinePrint identifies harmful clauses, driving meaningful, positive change. In a transparent digital ecosystem, everyone benefits. Individual users gain clarity and control to make informed choices.  
        
       Consumer rights organizations can systematically analyze and compare terms at scale, amplifying their impact.  
        
       Transparency also fosters trust and regulatory alignment. Policymakers gain critical insight to better protect citizens and shape smarter policies.  
        
       And finally, companies are held to higher standards of fairness, clarity, and respect—building credibility in the process.
5. Conclusion
   1. We leave you with this message: **digital transparency isn’t just a nice feature; it’s a foundation for trust, accountability, and progress.** Thank you everyone for the opportunity and platform to share, please feel free to reach out on LinkedIn by scanning the QR code.