	Changing Terms	Holding Service Harmless	lenores Do Not Track (DNT) Devices	Personal Identifiable Information (PII) used for A	£ Release of Information to third parties	Signing away moral rights	Retention of Personal Data	Deletion of PII upon request	Information being sold due to Bankruptcy	Puts sole risk on users for liabilities	Children under 13
				Advertising and analytics providers are able to							
				collect identifiers (IP addresses, cookie IDs, and	Disclose information to third party providers with						
				mobile IDs), activity data (browsing, clicks, app usage, etc.), device data, and geolocation data through their sites and apps when consumers use	consent to provide services.						
				their online services, nowever they do not "sell"	develop interences, provide ads that consumers		Has a list of "purpose of use" with "categories of				
				or "share" any other types of personal information.		Any protected information under state laws will	personal information" that are used with each purpose.				Service is not intended for children under the age of 13.
	Update to privacy policy includes informing consumers and adding a date at the too of the			Webpage provides a popup or menu to consent	parties.	be protected and only disclosed under applicable laws.	e Retention of personal data can vary due to	Users are able to request to delete certain personal information (given with a link) and if unable to with link they are told to contact Hers.			In the case that they hold information of someone of
	consumers and adding a date at the top of the privacy policy. "If we make material changes to this Privacy Policy, we will provide notice or			Webpage provides a popup or menu to consent or not consent to data privacy.	SCORE: 4/3 CONSENT IS GIVEN TO SERVICE WHEN	Hers may de-identify information and use, create	different circumstances.	unable to with link they are told to contact Hers.	Able to disclose personal information as part of a		that age, they will use "reasonable efforts" to
	obtain consent regarding such changes as may be required by law."		Do not respond to browser DNT due to there not	SCORE: 4 PII: MINIMAL INFORMATION IS CREATED	CONSUMERS ARE PUTTING THEIR INFORMATION FOR A CONSULTATION OR PRESCRIPTION.	N and sell for any business or other purpose not	SCORE: 4	Some laws are unable to be deleted due to	corporate transaction or proceeding (which includes bankruptcy).	No section of limitations of liability.	refrain from further urion
			being a unified standard.	BECAUSE THERE IS NO PERSONAL INFORMATION	FOR A CONSULTATION OR PRESCRIPTION.  I SERVICE PROVIDERS WORK WITH THIRD PARTY PHARMACIES AND MEDICAL PROFESSIONALS.	prohibited by applicable law.	TRANSPARENCY IN SHOWING WHAT PERSONAL	circumstances such as dealing with the law.		Hers asks users to maintain a strong password to	such personal information or maintaining it in retrievable
Hers	SCORE: 3	None Found	SCORE: 3	USED FOR ADS.	PHARMACIES AND MEDICAL PROFESSIONALS.	SCORE: 3	INFORMATION IS BEING USED FOR.	SCORE: 4	SCORE: 1	protect their personal information.	form.
				Provide a popup or menu to disable unnecessary cookies (options: accept, deny, manage	Discloses information to: (1) third parties "who						
	Update to privacy policy includes informing			cookies (options: accept, deny, manage preferences).	provide services to Nurx or an affiliated						
	consumers through email and adding a date at the top of the revised privacy policy. Users are			May use data to provide relevant-based ads.	professional entity; (2) third-party credit card processors via an encrypted connection so that	"- To enhance the safety and security or					Do not provide services to
	responsible for ensuring email is up to date. Using the platform after amendments will be deemed			Disabling cookies can affect some parts of platform (inaccessibility or not functioning	processors via an encrypted connection so that they can process payments; (3) any third parties Nurx believes to be necessary and appropriate to	performance of our products and services. This includes verifying your identity, preventing or			Information may be sold concerning relationship	Has a limitation of liability section in terms and	minors under 13.
	that users acknowledge the changes to the privacy policy.		Does not recognize DNT signals.	properly).	comply with applicable laws.	detecting fraud or other unauthorized or illegal activities."	Retain information or a copy as required by the law.	No instructions on privacy policy on how a user would request to delete PII.	with Nurx (this includes personal information that users provide).	conditions policy.	No information on what they will do if they find that
New	SCORE: 4	None Found	SCORE: 3	SCORE: 4/3 ABLE TO DISABLE ALL BUT NECESSARY COOKIES	SCORE: 4	SCORE: 3	SCORE: 4	SCORE: 3	SCORE: 1	The total liability is not to exceed U.S. one hundred dollars (\$100.00 USD).	they hold information on a child under the age of 13.
Hun	J.Con.L.4	Notice Found	Score: 3			J.Com., J	John. 4	J.Cont 3	Julie 2	manared dollars (\$100.00 G.30).	Citio direct the age of 13.
				Provides a popup or menu to disable unnecessary cookies.	1						
				No information on whether personal information will be used for ads. *recheck							
				will be used for all. "Pechago States that information shared about users to third parties will only be used to the extent necessary to perform services (obligated not to disclose that information for any other purposes)	Picolana Information to third annual to 6 Mills						
	Update to privacy policy includes informing			necessary to perform services (obligated not to	Discloses information to third parties to fulfill services.						
	consumers through email or other notifications and adding a date of when the privacy policy will				SCORE: 4			Able to contact Pandia to request deletion of any personal information from their database.			If Pandia finds that they
	become effective. Using the platform after amendments will be deemed that users		Do not have the capabilities to respond to DNT	SCORE: 4	OUTSIDE OF PROVING INFORMATION TO	The company takes measures to protect users information -> assumption that they are not abusing the use and collection of data.	Nothing said about keeping personal data and	However, they may retain an archived copy of users information as required by law and/or for	May transfer and/or provide information about users (no specifications on this happening if company went bankrupt).		have PII of a child under 13, they will take steps to delete those information from their
	acknowledge the changes to the privacy policy.	Pandia mentions benefits and risks of using their service. Explains that Pandia is a Telehealth and	signals received.	ABLE TO CONTROL COOKIE SETTINGS, WHICH SCORED IT TO 4 (DESPITE NOT MENTIONING	SERVICE PROVIDERS, ONLY PROVIDES INFORMATION TO FACEBOOK AND INSTAGRAM	abusing the use and collection of data.	how long they keep.	record keeping purposes.	company went bankrupt).		those information from their files as soon as possible.
Pandia	SCORE: 4	different from traditional healthcare.	SCORE: 3	ADS).	ONLY EMAIL ADDRESS IS GIVEN.	SCORE: 3	SCORE: 0	SCORE: 4	SCORE: 1	No section on limitations of liability	mesasson as possible.
	Mentions that they have worked to create the										
	privacy policy easy read and clear-includes										
	contact for any concerns or change that should be included in their privacy policy (to ensure their policy is improved). No mentioning of what will			No popup or menu found to disable cookies.	With consent, the company provides information to third parties they work with to provide	1	Only store personal data as long as needed unles needed longer to comply with legal, accounting,	s			
	happen if terms change.			Cookies can be blocked by activating setting on hower	services. They anonymize the data used to work with pharmaceutical companies, biotech	With users consent, the company anonymizes the data and uses it for multiple purposes (which	e or regulatory requirements.	Users hold the right in certain circumstances to erase the personal data they hold.			
	SCORE: 0				companies, research organizations, and journalists to advance innovations and	includes working with pharmaceutical companies, biotech companies, research	The company will delete dormant accounts after				
	BECAUSE THERE IS NO MENTION ON CHANGES		No mention of DNT or GPC	Uses many different cookies - provides a table of all the cookies used, the purpose, and duration.	journalists to advance innovations and developments in the women's health space.	companies, biotech companies, research organizations, etc.).	3 years of no activity and anonymize and keep reviews indefinitely.	No detailed description on how to request information to be deleted.	None Found		
The Lowdown	ON PRIVACY POLICY AND HOW CONSUMERS WILL BE AFFECTED/INFORMED.	None Found	SCORE: 1	SCORE: 4	SCORE: S	SCORE: 4	SCORE:4	SCORE: 3	SCORE: 0	No certion on Emitytions of liability	
										·	
						Assures that users have the right to confirm whether Lemonald collects their Consumer					
						Health Data, how it is used, and whether it is shared or sold. Users are able to obtain a copy of					
						their Consumer Health Data that may have been shared/sold to third parties free of charge.					
					Discloses information to third parties to fulfill				Company may disclose "Personal information with other business entities in connection with		
			No mention of DNT, however mentions Global Privacy Control (GPC).		services.	Users have right to withdraw their consent and delete from the collection and sharing of Consumer Health Data.		Users can delete their Lemonaid account at any time. However certain information will be retained for legal and regulatory purposes (such	with other business entities in connection with the sale, assignment, merger or other transfer of all or a portion of Lemonaid's business to such		Lemonaid is not intended for
	Most current version will be on website and notices will be made before the modifications are		Responds to GPC signals.	Uses information for cross-context behavioral or	Users can opt out sharing/selling of information to third parties.			as information needing to be part of users	all or a portion of Lemonaid's business to such business entity."		or directed towards children under the age of 18. There is
	effective. Notices would look like posting a notice on website or sending a message to the		"Lemonaid will not discriminate against you for	target advertising. Users can opt out of targeted advertising (the sale and sharing of users personal information) - mentioned several times.	"Lemonaid will not discriminate against you for	SCORE: 4	Nothing specific said on how personal data will	medical record).	The privacy policy will apply to the transfer of		no explanation on what they will do with the data of
	on website or sending a message to the associated email address.		exercising any of your privacy rights and choices."	personal information) - mentioned several times.	exercising any of your privacy rights and choices.	USERS HAVE THE ABILITY TO RECEIVE A COPY OF HOW THEIR DATA IS BEING USED, SHARED, OR	be retained or how long it will be retained.	Provides email for deletion request.	The privacy policy will apply to the transfer of Users Personal Information to the new entity.		someone under the age of 18 if they do find they have
Lemonald	SCORE: 4	None Found	SCORE: 5	SCORE: 4	SCORE: 4	SOLD.	SCORE: 0	SCORE: 4	SCORE: 3	No section on limitations of liability	their data.
											Services are not for children under 13 years of age.
							After deleting Personal Data, the company will				
							retain a de-identified copy of the information and will continue to use such information as				If Alpha obtain knowledge that they are holding
	Alpha has rights reserved to make changes to			Has a popup menu to set privacy settings.			permitted under their privacy policy.	They will use reasonable efforts to delete	Information may be transferred (nothing on it	States that email and text messages sent by Alpha	personal information from a person under the age of 13,
	policy. Any changes made will be posted on the platform and users "may" be informed of			Uses geolocation to provide users with location-	Discloses information to third parties to fulfill services. They do not sell users personal		Information given to the company will be maintained and used in accordance with all	personal data, however it may be impossible to delete everything because of laws that require to	transferred to will continue to use users	may not be encrypted, therefore it is susceptible for someone to access without permission. Alpha	they will use "reasonable
	changes.		No mention of GPC or DNT	based information advertising.	information.	Don't sell users information	applicable laws.	keep some personal data and not delete.	information as set forth in Alpha's privacy policy.	will use "commercially reasonable efforts" to prevent any attacks, however also puts	further using such personal information or maintaining
Alpha	SCORE: 3	None Found	SCORE: 1	SCORE: 4	SCORE: 4	SCORE: 4	SCORE: 3	SCORE: 4	SCORE: 3	responsibility on users.	it in retrievable form."
	Any changes will appear on their page. Continual										
	online access is agreeing to the changes. No mention if users will be notified through email.			No popup or menu to disable to customize privacy settings.		Personal information collected through their				They provide and maintain steps to protect personal information, however they cannot	
	SCORE: 2		Does not respond to browser DNT due to there	Personal information or data to create tailored	May disclose information with third-parties with which they have a business relationship with to	"texting programs will not be shared, sold, or disclosed to third parties for their own marketing				guarantee the security of their online services, nor the security of information provided online.	
	NO MENTION ON IF CONSUMERS WILL BE		not being a unified standard.	ads? Can opt out of tailored ads **	perform services on their behalf.	purposes."	None Found	None Found	They may share information.	They are not liable for the illegal acts of third	
Optum	EMAILED.	None Found	SCORE: 3	SCORE: 3	SCORE: 5	SCORE: 4	SCORE: 0	SCORE: 0	SCORE: 1	parties such as criminal hackers.	
								Users can request deletion of their account by			
								emailing them (email is provided in their privacy policy).			
	TwentyEight - claims that they are constantly trying to improve their services.				Third party websites affiliated to the company			Some information may remain on records. They	Company may choose to buy or sell assets and may share and/or transfer customer information.		
			Does not support DNT- explicitly states that they		may also try to sell products or services. Will only	Non-Franch annually 1997		may use any aggregated data derived from or			If the company learns that
	Changes will be alerted by placing a notice on their website, sending an email, and/or by some		collect information about users online activity both while they are using their services and after	No popup menu to disable cookie settings. Don't use PII for ads. Advertisers use non-personal	to the extent that it is related such transaction or	not sold and no information that would be	No information - however certain information	incorporating users personal information after user updates or deletes it, however nothing will	In case of bankruptcy, Personal Information could be one of the assets transferred to or acquired by		they hold information of anyone under the age of 13,
	other means.		they leave.	identifiable information to provide relevant ads.	service.	personally identify someone will be sold.	will be kept	be able to personally identify user.	a third party.	Puts equal responsibility on users and business to	they will delete that information "as quickly as
TwentyEight	SCORE: 4	None Found	SCORE: 3	SCORE: S	SCORE: 5	SCORE: 3	SCORE: 0	SCORE: 4	SCORE: 1	protect personal information.	possible."
	Most of the privacy policies state that they their privacy policies may continue to be amended and										
	modified to improve their requirer. Hallke the										
Comparison o	does not provide any information on how they										
all companies in each	other privacy policies analyzed, The Lowdown does not provide any information on how they will notify users on changes of their privacy policies. They only mention that they are										
category	continuing to improve their services and users are		All do not support DNT signals, except one	Generally, all the companies do not user PII for ads. Identifiers (i.e. IP address, location, cookie		Generally the companies do not sell personal					
	there should be changes or modifications to their policy. Optum is another company that does not	Almost none of the privacy policies expliritly	company that responds to global privacy control (similar to DNT) and two companies that do not	IDs), activity data (browsing, clicks, app usage), device data, and/or geolocation data are used to		information, especially with state laws protecting many of the information that these companies	B There is not information on how long informatio is retained for. Because the complications of service providers providing prescriptions, deliver of products related to health, etc., there is not	When users want their personal information	There is not much on how these service providers transfer personal information in the case of	Generally there was no specific section on the limitations of liability. About four companies put	
	mention whether users will be notified with changes to their privacy policy. Almost all the	mentions liability with using their services. Except Pandia, which they explained that they are a	mention DNT and GPC in their privacy policy at all.	provide tailored ads. Many companies have options to reject cookies or only allow necessary	All the service providers partner with third partie to provide services to their consumers. Some of	s hold. The companies typically de-identify information if they do share. However, generally	is retained for. Because the complications of service providers providing prescriptions deliver	deleted, the service providers do their best to	bankruptcy.	equal responsibilities on users and companies to protect information. Asks users to keep a strong	
	privacy policy states that continual use of their services will indicate that users agree to the	telehealth provider and different from traditional	*Double check the difference between GPC and	cookies, which may create inaccessibility to	the third parties they work with include,	these companies do not sell personal	of products related to health, etc., there is not	telehealth company they are required to retain	*Must further look into what it typically means for personal information to be held as assets	password safe so no data is stolen. Nurx was the only company with a section on limitations of	
	amended privacy policy.	healthcare warning consumers about the potential risks.	DNT DOUBLE CHECK the difference between GPC and	functioning properly.	card companies.	companies.	specific time these companies keep information for.	medical records.	when transferred or in the case of bankruptcy.	liability.	