

	Chandine Terms	Holdine Service Helmsies	lgnore Do Not Track (DNT) Devices	Personal Identifiable Information (PII) used for A: Release of information to third parties	Sinme aware 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
Hers	Update to privacy policy includes informing 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 obtain consent regarding such changes as may be required by law."	None Found	Do not respond to browser DNT due to there not being a unified standard.	Advertising and analytics providers are able to collect identifiers (IP addresses, cookie IDs, and mobile IDs), activity data (browsing, clicks, app usage, etc.), device data, and geolocation data through their sites and apps when consumers use their online service, however they do not "sell" or "share" any other types of personal information. Webpage provides a popup or menu to consent or not consent to data privacy.	Any protected information under state laws will be protected and only disclosed under applicable laws. Hers may de-identify information and use, create, and sell for any business or other purpose not prohibited by applicable law.	Has a list of "purpose of use" with "categories of personal information" that are used with each purpose. Retention of personal data can vary due to different circumstances.	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. Some laws are unable to be deleted due to circumstances such as dealing with the law.	None Found	Service is not intended for children under the age of 13. In the case that they hold information of someone of that age, they will use "reasonable efforts" to refrain from further using such personal information or maintaining it in retrievable form.	
Nurx	Update to privacy policy includes informing consumers through email and adding a date at the top of the revised privacy policy. Users are responsible for ensuring email is up to date. Using the platform after amendments will be deemed that users acknowledge the changes to the privacy policy.	None Found	Does not recognize DNT signals.	Provide a popup or menu to disable unnecessary cookies (options: accept, deny, manage preferences). May use data to provide relevant based ads. Disabling cookies can affect some parts of platform (inaccessibility or not functioning properly).	Discloses information to: (1) third parties "who provide services to Nurx or an affiliated professional entity; (2) third-party credit card processors via an encrypted connection so that they can process payments; (3) any third parties Nurx believes to be necessary and appropriate to comply with applicable law.	Retain information or a copy as required by the law.	No instructions on privacy policy on how a user would request to delete PII.	Information may be sold concerning relationship with Nurx (this includes personal information that users provide).	Has a limitation of liability section in terms and conditions policy. The total liability is not to exceed U.S. one hundred dollars (\$100.00 USD).	
Pandia	Update to privacy policy includes informing consumers through email or other notifications and adding a date of when the privacy policy will become effective. Using the platform after amendments will be deemed that users acknowledge the changes to the privacy policy.	Pandia mentions benefits and risks of using their service. Explains that Pandia is a Telehealth and different from traditional healthcare.	Do not have the capabilities to respond to DNT signals received.	Provides a popup or menu to disable unnecessary cookies. No information on whether personal information will be used for ads. "Trackers" 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).	Discloses information to third parties to fulfill services. 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 how long they keep.	None Found	May transfer and/or provide information about users (no specifications on this happening if company went bankrupt).	No section on limitations of liability	
The Lowdown	Mentions that they have worked to create the privacy policy easy read and clear. Includes consent for any concerns or change that should be included in their privacy policy (to ensure their policy is improved). No mentioning of what will happen if terms change. SCORE: 0 BECAUSE THERE IS NO MENTION ON CHANGES ON PRIVACY POLICY AND HOW CONSUMERS WILL BE AFFECTED/INFORMED.	None Found	No mention of DNT or GPC	No popup or menu found to disable cookies. Cookies can be blocked by activating setting on browser. Uses many different cookies - provides a table of all the cookies used, the purpose, and duration.	With consent, the company provides information to third parties they work with to provide services. They anonymize the data used to work with pharmaceutical companies, biotech companies, research organizations, and journalists to advance innovations and developments in the women's health space.	Only store personal data as long as needed unless needed longer to comply with legal, accounting, or regulatory requirements. The company will delete dormant accounts after 3 years of no activity and anonymize and keep reviews indefinitely.	Users hold the right in certain circumstances to erase the personal data they hold. No detailed description on how to request information to be deleted.	None Found	No section on limitations of liability	
Lemonaid	Most current version will be on website and notices will be made before the modifications are effective. Notices would look like posting a notice on website or sending a message to the associated email address. SCORE: 4	None Found	No mention of DNT, however mentions Global Privacy Control (GPC). Responds to GPC signals. "Lemonaid will not discriminate against you for exercising any of your privacy rights and choices."	Discloses information to third parties to fulfill services. Users can opt out/sharing/shelling of information to third parties. Uses information for cross-content behavioral or target advertising. Users can opt out of targeted advertising the sale and sharing of users' personal information - mentioned several times.	Users have right to withdraw their consent and delete from the collection and sharing of Consumer Health Data. SCORE: 4 "Lemonaid will not discriminate against you for exercising any of your privacy rights and choices."	Nothing specific said on how personal data will be retained or how long it will be retained.	Users can delete their Lemonaid account at any time. However certain information will be retained for legal and regulatory purposes (such as information needing to be part of users' medical record). Provides email for deletion request.	Company may disclose "Personal information 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 business entity." The privacy policy will apply to the transfer of Users' Personal information to the new entity.	No section on limitations of liability	
Alpha	Alpha has rights reserved to make changes to policy. Any changes made will be posted on the platform and users "may" be informed of changes. SCORE: 3	None Found	No mention of GPC or DNT	Has a popup menu to set privacy settings. Uses geolocation to provide users with location-based information advertising.	Discloses information to third parties to fulfill services. They do not sell users personal information. Don't sell users information	Information given to the company will be maintained and used in accordance with all applicable law.	They will use reasonable efforts to delete personal data, however it may be impossible to delete everything because of laws that require to keep some personal data and not delete.	Information may be transferred (nothing on it being sold). Company information was transferred to will continue to use users information as per form in Alpha's privacy policy.	States that email and text messages sent by Alpha may not be encrypted, therefore it is susceptible for someone to access without permission. Alpha will use "commercially reasonable efforts" to prevent any attacks, however also puts responsibility on users.	
Optum	Any changes will appear on their page. Continual online access is agreeing to the changes. No mention if users will be notified through email. SCORE: 2 NO MENTION ON IF CONSUMERS WILL BE EMAILED.	None Found	Does not respond to browser DNT due to there not being a unified standard.	No popup or menu to disable to customize privacy settings. Personal information or data to create tailored ads? Can opt out of tailored ads **	May disclose information with third parties with which they have a business relationship with to perform services on their behalf. Personal information collected through their "texting programs will not be shared, sold, or disclosed to third parties for their own marketing purposes."	None Found	None Found	They may share information.	They provide and maintain steps to protect personal information, however they cannot guarantee the security of their online services, nor the security of information provided online.	
TwentyEight	TwentyEight - claims that they are constantly trying to improve their services. Changes will be alerted by placing a notice on their website, sending an email, and/or by some other means. SCORE: 4	None Found	Does not support DNT - explicitly states that they collect information about users online activity both while they are using their services and after they leave.	No popup menu to disable cookie settings. Don't use PII for ads. Advertisers use non-personal identifiable information to provide relevant ads.	Third-party websites affiliated to the company may also try to sell products or services. Will only release information to affiliated third parties only to the extent that it is related such transaction or service. None Found; generally personal information is not sold and no information that would be personally identify someone will be sold.	No information - however certain information will be kept	Some information may remain on records. They may use any aggregated data derived from or incorporating users' personal information after user updates or deletes it, however nothing will be able to personally identify user.	Company may choose to buy or sell assets and may share and/or transfer customer information. In case of bankruptcy, Personal information could be one of the assets transferred to or acquired by a third party.	Puts equal responsibility on users and business to protect personal information.	
Comparison of all companies in each category	Most of the privacy policies state that their privacy policies may continue to be amended and modified to improve their services. Unlike the 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 continuing to improve their services and users are always able to contact them if users feel that there should be changes or modifications to their policy. Optum is another company that does not mention whether users will be notified with changes to their privacy policy. Almost all the privacy policy states that continual use of their services will indicate that users agree to the amended privacy policy.	Almost none of the privacy policies explicitly mention liability with using their services. Except Pandia, which they explained that they are a telehealth provider and different from traditional healthcare warning consumers about the potential risks.	All do not support DNT signals, except one company that responds to global privacy control (similar to DNT) and two companies that do not mention DNT and GPC in their privacy policy at all. *Double check the difference between GPC and DNT	Generally, all the companies do not use PII for ads, identifiers (i.e. IP address, location, cookie IDs), activity data (browsing, clicks, app usage), device data, and/or geolocation data are used to provide tailored ads. Many companies have options to reject cookies or only allow necessary cookies, which may create inaccessibility to certain parts of their platform or platform not functioning properly.	All the service providers partner with third parties. The companies typically de-identify information if they do share. However, generally these companies do not sell personal information. No information was found for three card companies.	There is not information on how long information is retained for. Because the complications of service providers providing prescriptions, delivery of products related to health, etc., there is not specific time these companies keep information for.	When users want their personal information deleted, the service providers do their best to fulfill users' requests. However, because it is a telehealth company they are required to retain certain information (legal purposes), such as medical records.	There is not much on how these service providers transfer personal information in the case of bankruptcy. *Must further look into what it typically means for personal information to be held as assets when transferred or in the case of bankruptcy.	Generally there was no specific section on the limitations of liability. About four companies put equal responsibilities on users and companies to protect information. Ads users keep a strong password safe so no data is stolen. Nurx was the only company with a section on limitations of liability.	