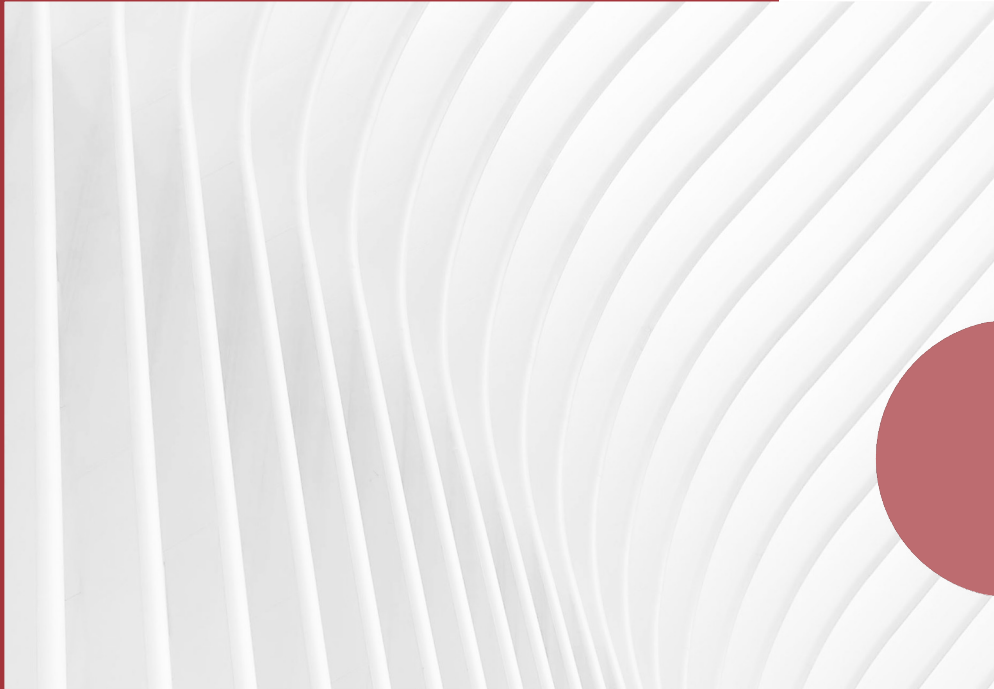




# **STRAVA 2.0**

DATA PRIVACY RECOMMENDATIONS

# PROPOSAL



- Our target audience are conscious customers concerned about sharing personal **health data** on **Strava 2.0**, our upgraded fitness app focusing on improved health along with customer privacy
- Current market trends expose exploding consumer demand for **greater autonomy and privacy** in the way they search, collaborate, and conduct business
- Customers who value data privacy are more likely to choose vendors who are completely transparent about how they gather and use data
- At **Strava 2.0**, our business can gain a competitive edge by enforcing a solid privacy policy about the ethical use of customer data

“

Survey results show that 5 out of 9 end-users are concerned about their personal information being gathered by subscription services

# PRIVACY POLICY 2.0



## Privacy Label

### Collection and Sale of Data

Do we sell your personal information?	<u>No</u>
Do we share or sell aggregate information?	<u>Yes</u>
Do we share your data with third party API partners?	<u>Yes, with your consent</u>
Do we use sensitive categories of data, like health information?	<u>Yes, with your consent</u>
Do we use your contact list if you allow us access?	<u>Yes</u>
Do we delete your data when you request account deletion?	<u>Yes</u>
Do we retain your data for as long as we need it unless you request deletion?	<u>Yes</u>

### Privacy Tools and Controls

Can you control who sees your activity and content?	<u>Yes</u>
Can you control who sees your location-based activity?	<u>Yes</u>
Are your activity and profile privacy controls set to "Everyone" by default?	<u>Yes</u>
Can you download and delete your data?	<u>Yes</u>
Do all members worldwide have the same suite of tools and controls?	<u>Yes</u>

### Tracking

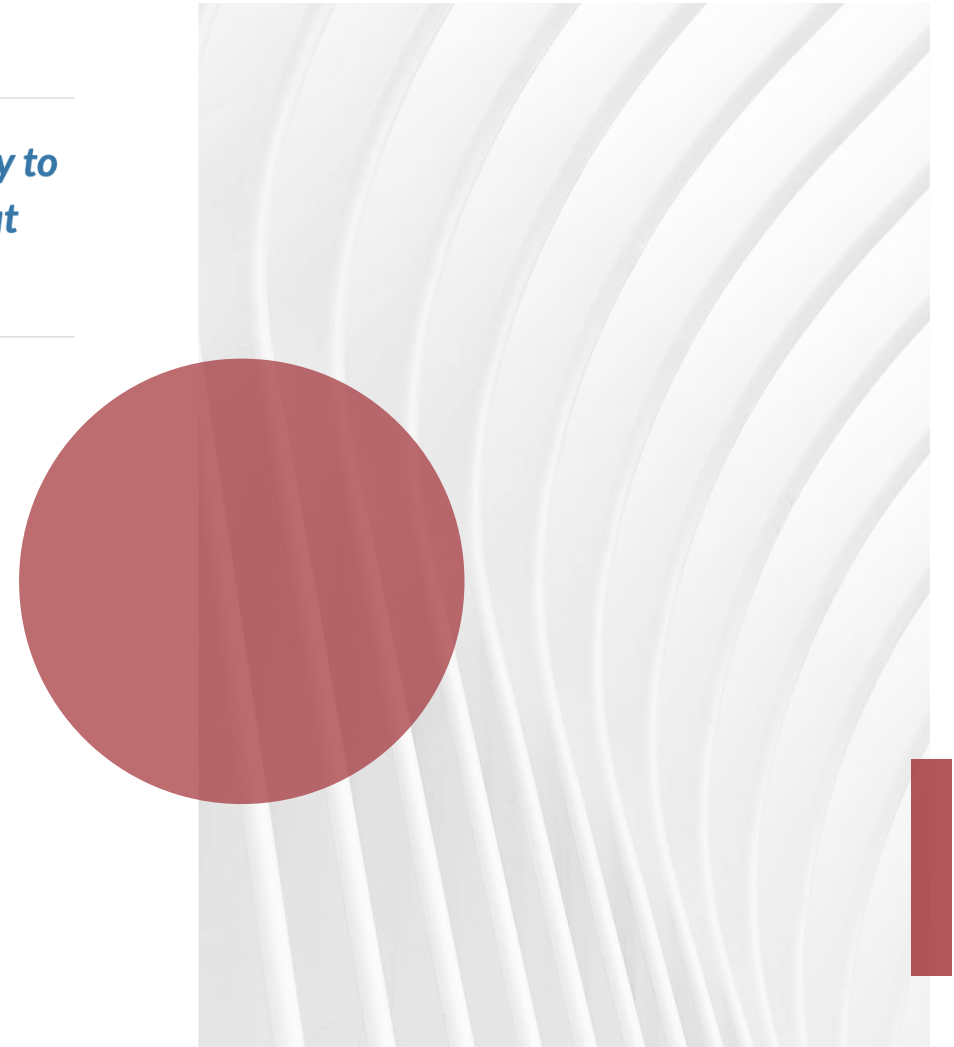
Do we track your device location to provide Strava to you?	<u>Yes</u>
Do we track your device location while you are not using the app?	<u>No</u>
Do we use cookies?	<u>Yes</u>
Do we track your browsing activities on other sites?	No
Do we listen to you using your device microphone?	No

- Currently Strava is offering users autonomy in terms of data collection and sales. However, most users do not read the fine print and might not be aware that Strava **use, sell, license, and share this aggregated information** with third parties for **research, business or other purposes**
- Regardless of Data Sale, Strava should **restrict the amount of personal information** being collected from the user
- Strava could also enable default privacy settings to user profiles rather than setting it to **"Everyone"** by default and explicitly confirm with the user if they would like the service to **track their device location** to ensure consumer safety

# GOALS

“*HIPAA regulations that require patient-doctor confidentiality do not apply to wearable devices or the data they collect, making any device or app that monitors health information risky.*”

- Research shows that people are willing to share their fitness/health information if they have **granular privacy control** – primary goal for **Strava 2.0**
- Enforce granular privacy settings to give users a greater sense of assurance regarding their privacy and empower them with more control thus increasing their willingness to **share personal fitness information**
- Aim to change customer mindset and create a **sense of trust and brand affinity** through **transparency**







**THANK YOU**