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Agenda

- 1. History**
- 2. Problem**
- 3. Activity**
- 4. Solution**



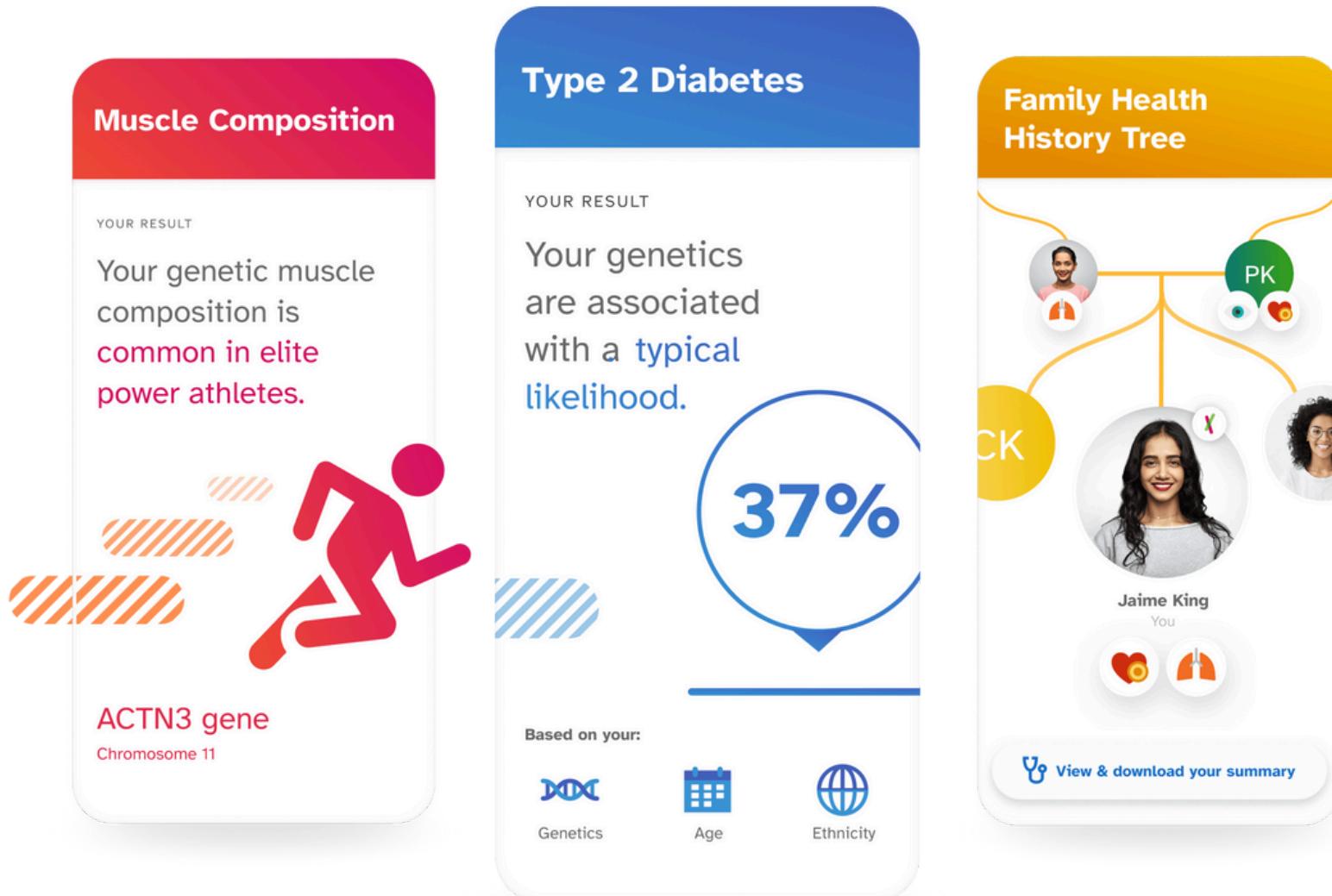


What is 23andMe?



- **Biotechnology**
- **Genetic Testing**
- **Personal Ancestry**

Business Model



- **81% Consumer Services**
- **19% Research**
- **Multi-Billion Valuation**



Chrome Holding Co

3.40 ⬇️ -98.33% (-199.80) MAX

Nov 3 8:10:00 PM UTC-5 · USD

+ Add to list ▾





Key Players



Anne Wojcicki



“Golem”



Problem

- **6.9 Million Users**
- **Credential Stuffing**
- **Optional MFA**





Impact

- **Immutable Data**
- **Genetic Exploitation**
- **Fines and Bankruptcy**

Data
Impact



Company
Impact



Activity

- Make 10 Passwords
- 5 Password Reuses
- 3 “MFA” Covers
- Goal: Survive





Current Strategy

- **Deflective**
- **Reactive**
- **Superficial**





STEP into the future

Security

Transparency

Ethical Policy





Security



- **Mandatory**
- **Cybersecurity Consultant**
- **Setup Guide**



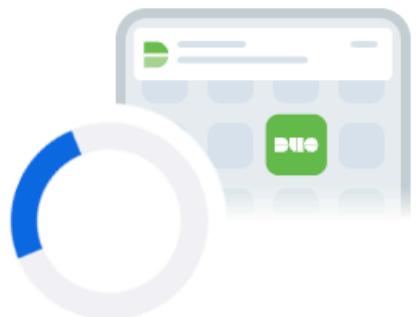
The University of Texas at Austin

Enter code in Duo Mobile

Verify it's you by entering this verification code
in the Duo Mobile app...

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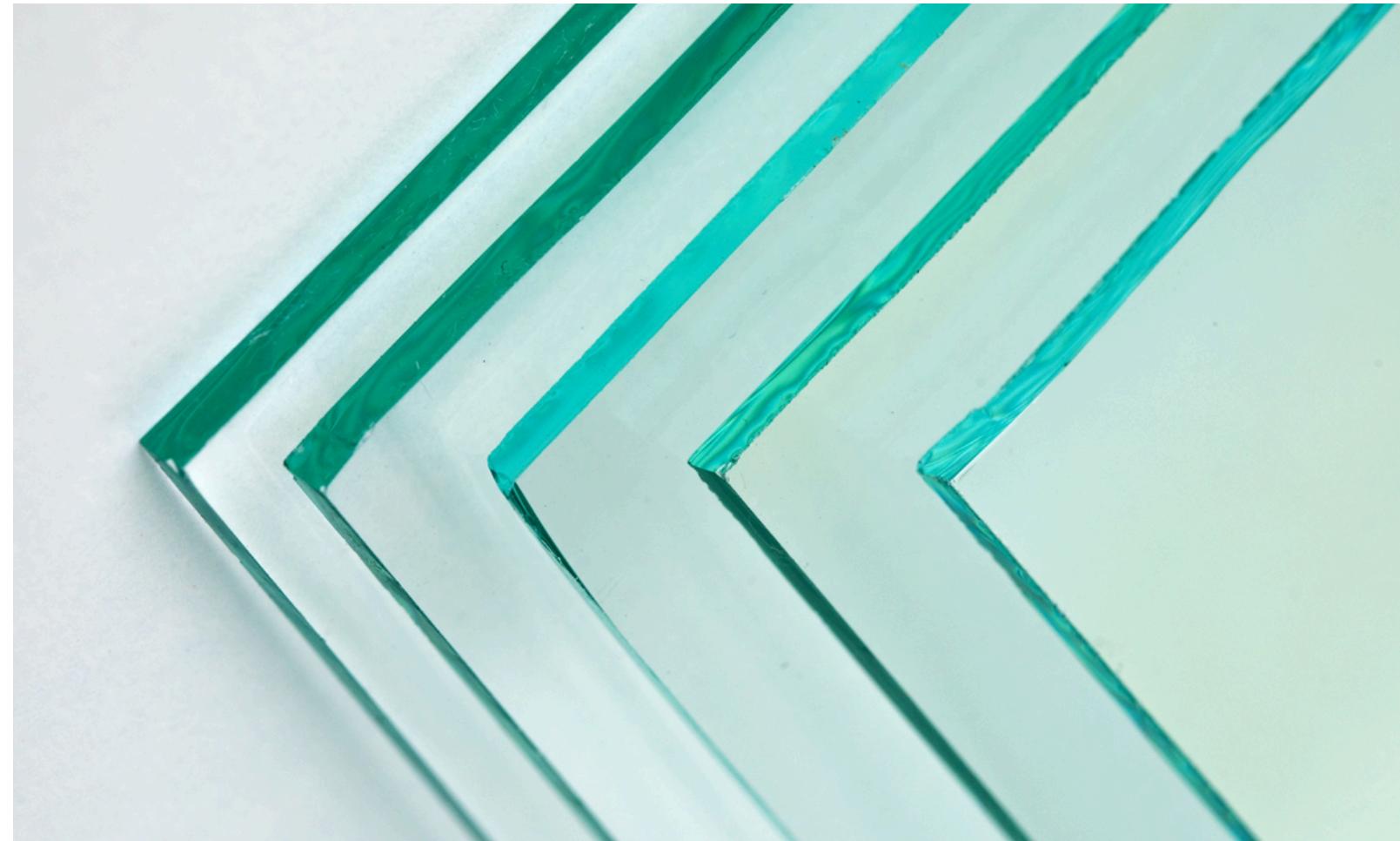
[Other options](#)

[Need help?](#)

Secured by Duo



Transparency



- Opt-In Consent
- Routine Reports
- Consumer Education



Ethical Policy



- **Integrity**
- **Advocacy**
- **Governance**



Conclusion

