



# Dude, where is #mydata?

By: **@finnmyrstad** from the Norwegian Consumer Council





## Consumer Bill of Rights

The right to

1. Safety
2. Be informed
3. Choose
4. Be heard

Since added the right to:

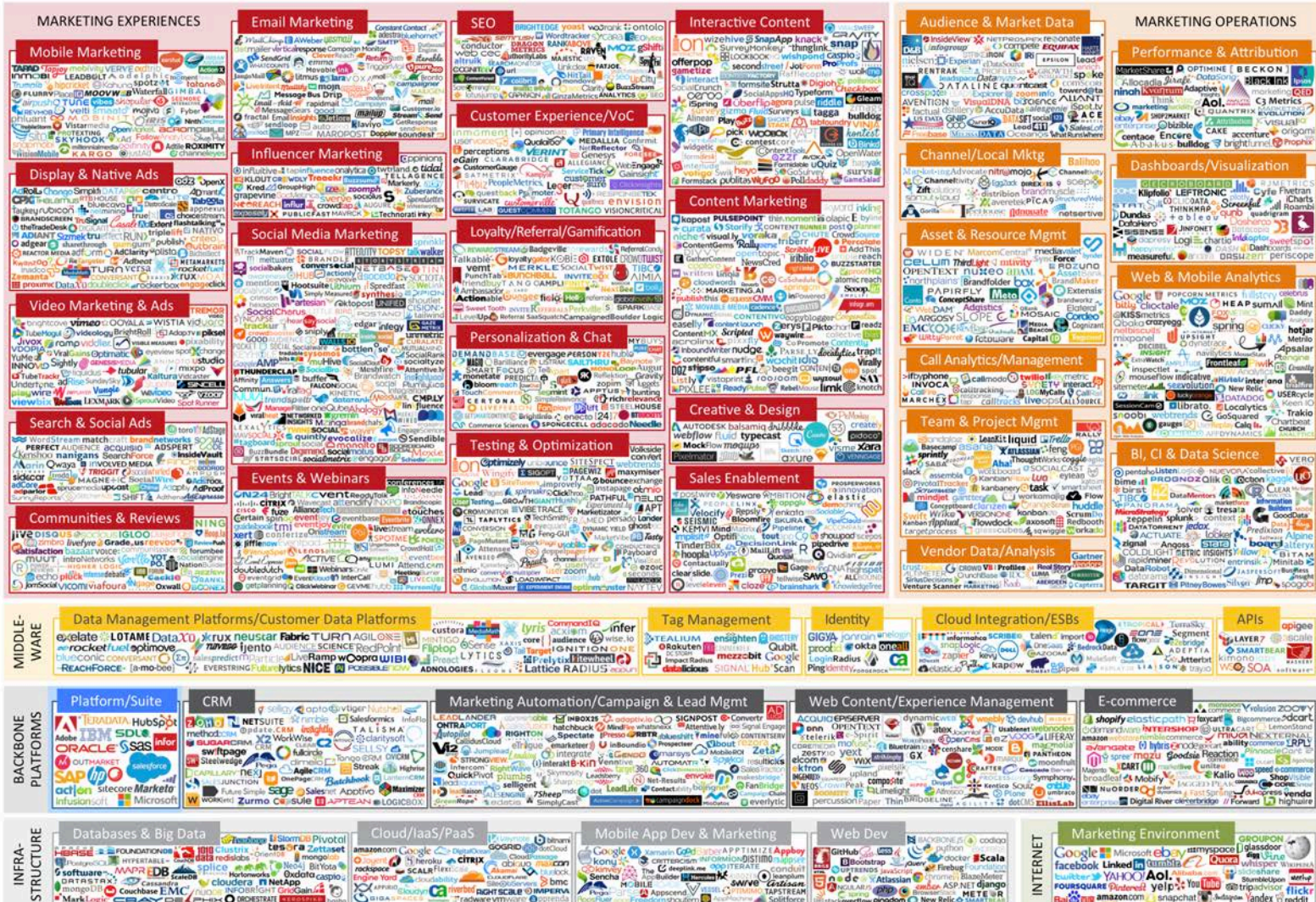
5. Satisfaction of basic needs
6. Redress
7. Consumer education
8. A healthy environment





# chiefmartec.com Marketing Technology Landscape

January 2015



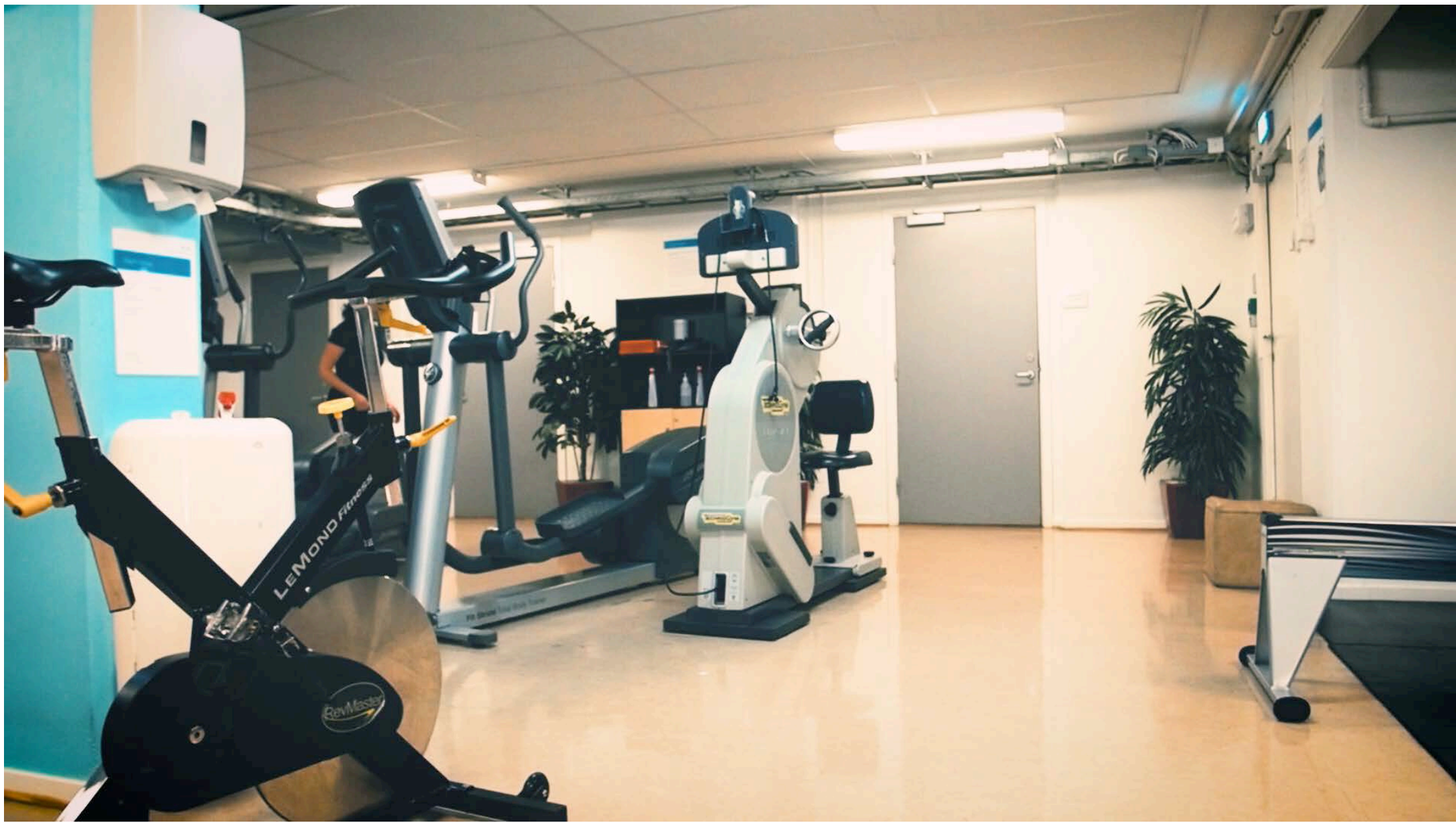
#mydata



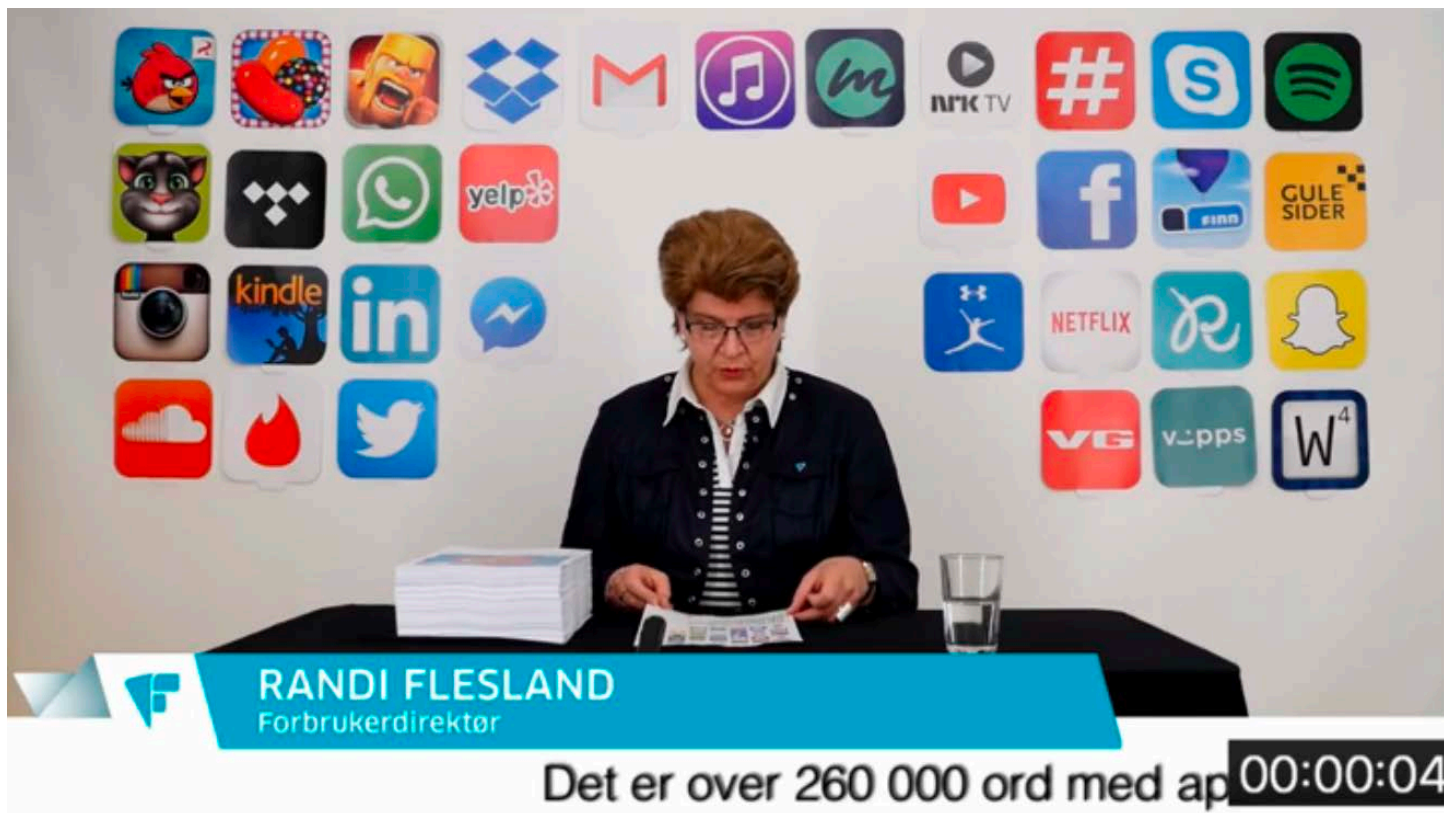
by Scott Brinker @chiefmartec <http://chiefmartec.com>

1. Help me understand the rules
2. Don't change the rules behind my back
3. Give me real choices
4. Don't snoop
5. Don't take liberties with my stuff
6. Don't over-share
7. Let me move my stuff
8. Don't evict me or my stuff for no reason
9. Let go of me
10. Don't forget to lock the door





# We even tried to read the terms!





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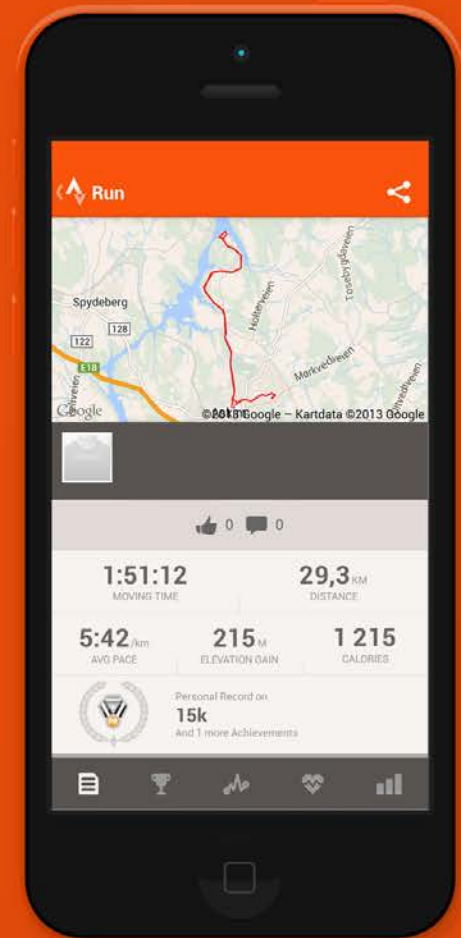


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“ [...] you agree to follow and be bound by the Terms, which may be updated by Strava from time to time **without notice** to you. ”

– *Strava Terms of Service*



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- *Tinder Terms of Use*





I think the terms are totally unreasonable



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FORTUNE

TECH ZEROING IN

# Tinder Is in Trouble Over Its 'Unfair' User Terms

by David Meyer

MARCH 3, 2016, 11:43 AM EDT

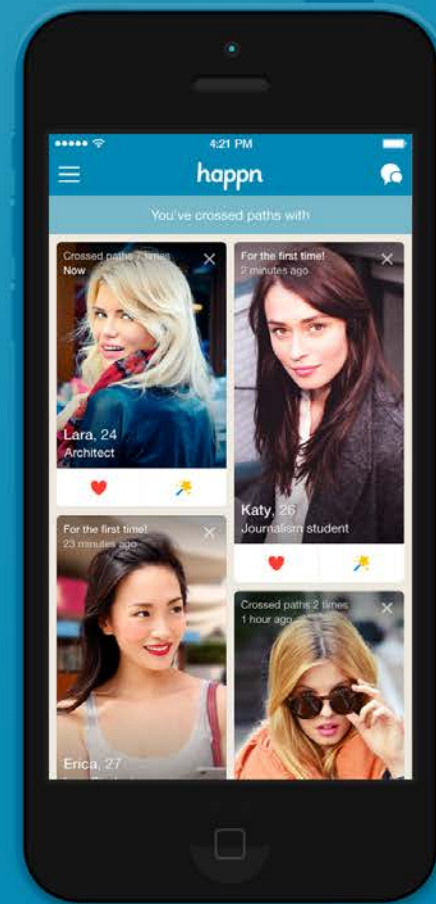


Norwegian consumer authority makes formal complaint.

Tinder's Sean Rad.

Photograph by Steve Jennings — Getty Images

“Happn commits **never** to share your details with any other member or with any third party. Your e-mail address and your real identity are **strictly confidential** and will **never** be disclosed by Happn. ”









## LAW & DISORDER / CIVILIZATION & DISCONTENT

### RunKeeper acknowledges location data leak to ad service, pushes updates

CEO: "We take our responsibility for the privacy of user data very seriously."

by Cyrus Farivar - May 18, 2016 12:23am CEST

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I can export my fitness- and health data (data portability)

I can upload data from another service

				
I can export my fitness- and health data (data portability)				
I can upload data from another service		 *		

\* Lets users upload their data, but in a different file format than the other services export data to.

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“If you violate these Terms, we reserve the right to **deactivate your account** or terminate these Terms **at our sole discretion, at any time and without notice** or liability to you”

*Fitbit Terms of Service*



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«There is no way to delete  
a myGarmin or Garmin  
Connect account.»

– *Garmin FAQ*

My data are deleted after a set  
period of inactivity



GARMIN



JAWBONE





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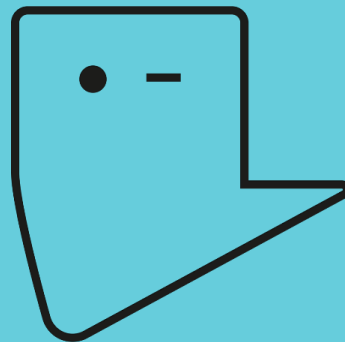


# Lunch Break

with Tanya Rivero

**Advocacy Groups: Talking Dolls May Pose  
Privacy Risk to Children**

WSJ



**[forbrukerradet.no/internet-of-things](https://forbrukerradet.no/internet-of-things)**