

Femtech Data Privacy: A Preliminary Analysis of Mobile App Interfaces

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Motivation

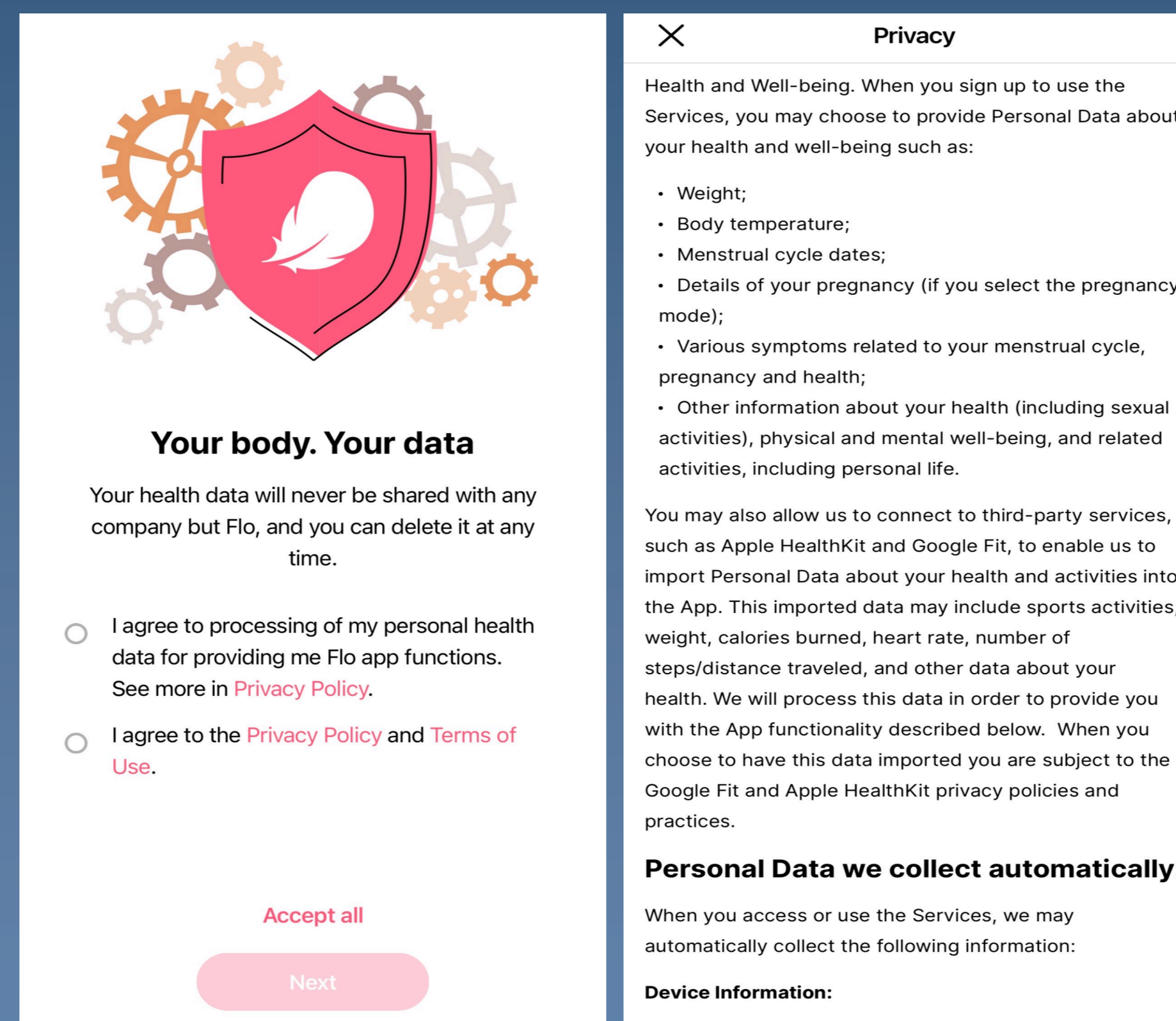
- Femtech has an expanding range of digital tools developed to assist women in monitoring their **personal, reproductive, and sexual well-being**.
- The regulation of femtech **data collection** remains largely unestablished, placing users in a position of relying on the policies to safeguard their **privacy**.
- Gaining insights into the user interface of femtech apps is crucial when addressing **privacy concerns**.
- In this poster, we apply the **walkthrough** method to popular femtech app interfaces available on the **Apple App Store** and the **Google Play Store** to analyze how femtech platforms present issues of **data privacy** and **security** to their users.

Research Questions

1. How are issues of data privacy and security communicated to users within femtech apps websites and app store listings?
2. How do femtech apps address issues of privacy and security within its onboarding process for new users?
3. How is the collected data presented to the user and what are the ways in which its collection is framed?

Potential Results

- Thematic analysis will be conducted to uncover **similarities** among the apps.
- Using screenshots (below) and data obtained, there will be a comprehensive **qualitative analysis** of the app interfaces.
- An analysis of the privacy policies for each app will be performed.
- Finally, we will provide **privacy and design recommendations**.



Your body. Your data

Your health data will never be shared with any company but Flo, and you can delete it at any time.

I agree to processing of my personal health data for providing me Flo app functions. See more in [Privacy Policy](#).

I agree to the [Privacy Policy](#) and [Terms of Use](#).

Accept all

Next

Privacy

Health and Well-being. When you sign up to use the Services, you may choose to provide Personal Data about your health and well-being such as:

- Weight;
- Body temperature;
- Menstrual cycle dates;
- Details of your pregnancy (if you select the pregnancy mode);
- Various symptoms related to your menstrual cycle, pregnancy and health;
- Other information about your health (including sexual activities), physical and mental well-being, and related activities, including personal life.

You may also allow us to connect to third-party services, such as Apple HealthKit and Google Fit, to enable us to import Personal Data about your health and activities into the App. This imported data may include sports activities, weight, calories burned, heart rate, number of steps/distance traveled, and other data about your health. We will process this data in order to provide you with the App functionality described below. When you choose to have this data imported you are subject to the Google Fit and Apple HealthKit privacy policies and practices.

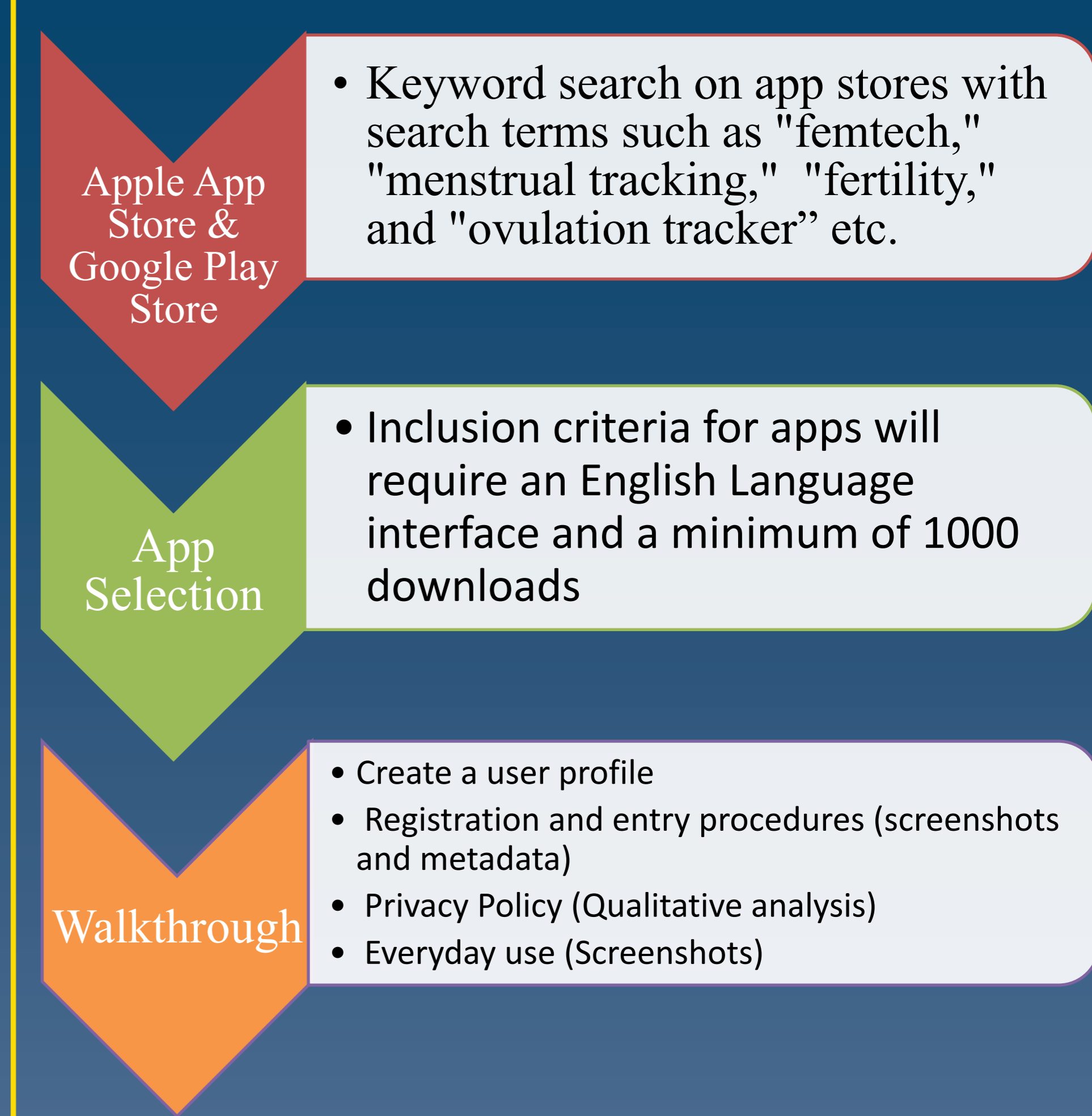
Personal Data we collect automatically:

When you access or use the Services, we may automatically collect the following information:

Device Information:

Figures: Screenshots of onboarding process in the popular femtech app, Flo.

Methodology



Future Work

- We will further analyze femtech app interfaces by using a **guided walkthrough method**.
- This will help us understand the users' viewpoint and improve our ability to provide privacy and design recommendations.