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The unforeseen privacy issues of wearable tech, Daily Journal

By Hsiao C. (Mark) Mao & Jonathan H. Yee
(June 11, 2014)

The popularity of "personal wearable technology" has exploded, promising to improve user health by tracking user activities and health information. However, users are likely unaware that personal wearables are being used to help spearhead the next generation of consumer behavioral studies by "data brokers."

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