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Wearable Technologies: Privacy in the Age of the Connected Consumer

Abstract

Wearable technologies present privacy regulators with a difficult challenge. As consumers enjoy the convenience and benefits provided by these technologies, the risks to privacy and the harms are uncertain. The current shortcomings in individual's understanding of privacy rights and concerns about the ease with which personal data is collected, processed and used without sanction requires a shift towards the use of the precautionary principle. A necessary but related aspect is the need for increased scrutiny and accountability of commercial entities. This paper frames the 'dynamic consent' norm as an appropriate response to both demands.