

URL: <https://stvp.stanford.edu/clips/respecting-privacy-and-choice>

23andMe CEO Anne Wojcicki discusses how the DNA-testing company asks every customer whether or not they want to share their genetic information for research. She says the vast majority of them consent to having their data included in scientific studies. "There's no such thing as a healthy person," Wojcicki explains. "Everyone has something, and so, we all want to help each other."



Transcript

- Like I said, we do everything we can to protect the privacy of customers, but again, we spend a lot of time with privacy experts and it was really ingrained in me that, or hammered into me, that privacy doesn't mean not sharing and that privacy actually needs choice and that people say, like, "I want to have the choice "to say no one sees my data." Or "I want to have the choice "to say all my family sees my data "or make it public." That we want to enable choice and we need to do everything we can to respect your choice.. I don't want to share it with anyone and we need to respect that, but I also need to respect your choice saying, "I want to share it with my whole family." And so we've enabled those kinds of sharing abilities with all of our customers.. In terms of the research, we do consent, we ask our customers that they want to consent for research, so it's an opt-in.. Over 85% of our customers today are in fact opting in and what we find is similar to this sort of good will nature of Susan G.. Komen.. People want to help.. There's no such thing as a healthy person.. Everyone has something.. Everyone has allergies or migraines or I have Hashimoto's.. Everyone has something..

We all want to help each other and we can all be empathetic to the fact, like one of my good friends has cancer, like, everyone has a story.. Everyone has a friend who has something.. We've all seen other people suffer and we want to help...