



# Helix Policy Highlights

Estimated reading time: 6 minutes

Hello from Helix! From the moment you put your trust in us, we prioritize your privacy and the protection of your personal information. We use our policies to help us uphold this promise and be transparent with you, our community.

We encourage you to read our [Privacy Policy](#), [Terms of Service](#), and [Platform Consent](#) to know what to expect when using our services. However, we understand that you might not have the time and energy to dive deep, so we highlighted key topics in this document for you.

Take the time to read this so you know what we do and don't do with your personal information. It's important.

We're here to help! If you have any questions, you can [contact us](#) or call 1-844-211-2070.



# What to expect from Helix



With Helix, we believe you should control how your information is used and shared. You manage your experience about what you learn from products and services available through the Helix marketplace today and throughout your life.

## Points to consider

- Helix will collect, process, and store your DNA collected from a saliva sample.
- We will sequence your DNA using our Exome+ technology. This process looks at approximately 22,000 genes that code for the proteins that do your body's work, plus hundreds of thousands of other regions of interest that can power products. We do not perform whole genome sequencing today. Want to know even more about how the Helix platform works? See our [Helix Personal Genomics Platform White Paper](#).
- When you purchase a DNA product, you allow us to share only the portion of your genetic information that is needed to provide that product or service. You also allow us to share some basic details about you, like your age, sex, and contact information.
- We may also ask for some self-reported information, such as your diet and exercise habits. This information could improve the insights you get from DNA products. They could also enable other experiences and support services through the Helix marketplace. **Whether or not you share this information is up to you.**
- Helix believes in the value of research to make people's lives better. We may reach out to you to inform you of research opportunities. **All research is IRB-approved and conducted with your consent.** We hope these research endeavors will improve health and wellness for people everywhere.

# What to expect from our partners

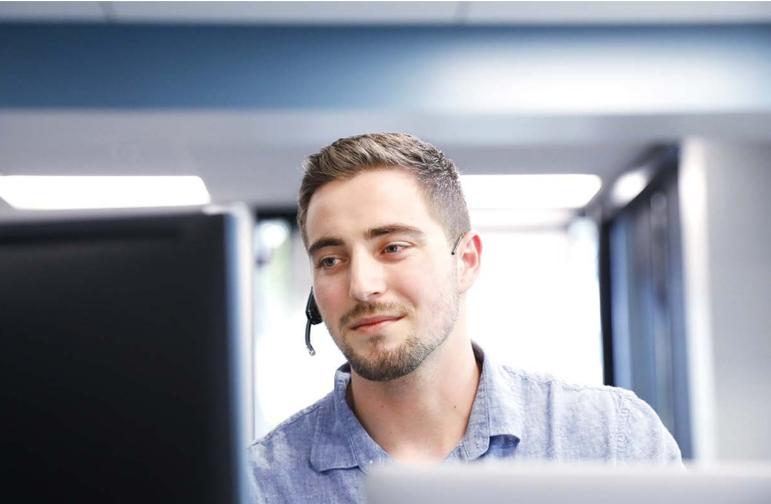
Our partners build the products on the Helix marketplace, but the information in your DNA is what powers your experience. To make sure that information is secure at all times, we expect each and every partner on the Helix platform to work securely, honestly, and transparently.

## Points to consider

- We set a high bar for ourselves and have high standards we uphold. We expect our partners to also meet high standards that we established when it comes to privacy, security, control, and experience.
- Each DNA product has its own risks, benefits, and limitations, as described in the policies for that DNA product. **We encourage you to check out our partners' policies before you purchase products from them.**
- At any point, you may contact the provider of a DNA product you have purchased to stop your service, remove access to your information, and request that the partner closes your account.
- We review each and every product before they become available to our customers. First, we assess the risk of the potential product. Next, we test the products to help ensure our customers receive accurate insights about themselves. The final step is called Scientific Evidence Evaluation, which evaluates the underlying scientific content and claims of each partner product. For more information, see the Principles for [Helix Science Evaluation of Partner Products](#).



# Information privacy



First and foremost: you are in control of your privacy on the Helix marketplace. Our goal is to give you the information and tools needed to help you understand and manage how your information is protected, shared, and stored.

## Points to consider

- When you provide a sample to Helix, we become the custodian of your genetic information. We believe your genetic information belongs to you.
- When you purchase a DNA product, you allow Helix to share with that provider the portion of your genetic information and other self-reported information that is needed to provide and improve that product or service. Helix shares this information only with your consent, or in limited circumstances described in our [Privacy Policy](#).

- We do not advertise products or services based
- on your genetic information. We may highlight products you may find interesting based on your search or purchase history but these recommendations will not be based on your genetic information or results.
  - **Helix does not interpret your genetic information** and does not know the genetic insights you receive through DNA products you purchase.
  - Helix evaluates law enforcement and other legal requests for data on a case-by-case basis. Our policy is to notify the subject of such requests before sharing any information, unless we are legally prohibited from doing so.
  - You can close your Helix account at any time. If you choose to do so, neither you nor anyone else will have further access to your genetic information from Helix. If you have already shared information with any of our partners, you will have a choice to stop or continue giving them permission to use your data. **Information you've shared with partners is governed by their policies, and you will need to contact them directly if you want to close your account with them.** We will keep certain information for support, legal, and regulatory reasons.

# Account and data security

We take the security of your information seriously. Whether we're building new experiences or launching new products on the Helix marketplace, the security of your genetic and personal information is our first consideration.

## Points to consider

- While no service is 100% secure, we do our best to keep any information you share with Helix safe. We use industry best practices to avoid any misuse of information we store for you.
- We encrypt your genetic and personal information using strong SSL/TLS ciphers, similar to those used by banks, in order to safely share data with partners who provide you with the DNA products you purchase.
- Keeping your Helix account secure is important to maintaining the privacy of your genetic information. **Always use a strong password, and remember that Helix will never ask for your password by phone or email.**
- Helix gives you the control to revoke data sharing with any partner product through your account settings. Please be aware that doing so may result in not being able to use that product. To request the removal of information that you have already shared with a Helix partner, you must contact that partner directly.



Thank you for taking the time to read these policy highlights and for keeping your privacy top-of-mind. It's important.

Have any questions? We'd love to answer them. Take a moment to [contact us](#) and we'll do everything we can to get you the information you need.

—The Helix Team

