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Buying Clothes and Shedding Data

Clothing retailers are building detailed dossiers on shoppers. These companies “see body measurements as one of their most prized currencies,” one that Americans are willing to give up to get the perfect outfit. Stitch Fix for women and Indochino for men have dozens of data points on people who don’t want to do the shopping.

Stitch Fix’s questionnaire has 85 data points, including job, location, pregnancy and risk-taking preferences. One law professor said “these body measurements look a lot like medical records.” Before you give your data to a clothing company, consider whether it will someday be sold to a profiler, marketer or an electronic health record company for other purposes, ones that have nothing to do with shopping.


Presented daily by Twila Brase, President, Citizens’ Council for Health Freedom.

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