Creepy Website Plans to Get to Know You

How’s this for creepy? A website, called Wellocracy is being created to gather behavioral details about you every time you visit. The purpose is “to understand what motivates individuals to get them more engaged in their health and wellness.” A non-profit called Connected Health has received nearly $500,000 to develop this website to “boost and sustain the use of personal health trackers.”

The company spokesman says its software will “learn more about you each time you interact with Wellocracy. As it learns, it can engage with you in a more personal way, encouraging you to return to the site more frequently because it will feel like Wellocracy knows you.” I think I'll stay away.


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

The Health Freedom Minute is now heard in 41 states: Mornings M-Th at AM1280 (The Patriot) in MN and 91.5 AM WHKC (FreedomFM) in OH, afternoons on American Family Radio, and daily on the Bott Radio Network.