



## **Baltimore Ravens: Would You Take A DNA Test At An NFL Game?**

Have the Ravens and/or the NFL gone over to the 'dark side of the force'? The company ORIG3N intends to sell your data world-wide. No, you just cannot make this kind of stuff up. Read this from their Terms and Service agreement [on their website](#):

*"...you hereby waive and agree to waive (or if not waivable, agree not to assert) any rights of privacy or publicity, or any moral rights or other similar rights, with respect to Your Content. You understand and agree that you will not be paid or entitled to receive any compensation for Your Content, either now or in the future, including without limitation to the extent that Orig3n or other parties use Your Content, receive compensation from third parties for Your Content, or develop and sell products based on Your Content."* □ TN Editor

Fans attending the Baltimore Ravens' home opener on Sunday will be

leaving more than empty cups, nacho tins, and possibly their team spirit when they exit M&T Bank Stadium: Guests can leave their DNA to be tested if they take part in the team's latest promotion.

In a new spin on game-day promotions, the Ravens will gift 55,000 attendees at Sunday's game against the Cleveland Browns with a free DNA test from Orig3n Inc.

While the [promotion](#), dubbed Ravens DNA Day, could give fans a brief look into their genetic makeup, it also poses several privacy questions and concerns about misleading results.

## How Does The Promotion Work?

Fans entering M&T Bank Stadium will receive a Raven's-themed Orig3n DNA kit, complete with materials that exclaim "purple and black are in your genes — now find out what else is."

[The Baltimore Sun reports](#) that the kits will offer "insight into your mind, body and health." Specifically, they will test four genes, including those that determine if a person has enhanced performance in power and spirit activities, as well as a gene that can predict an increased risk of low levels of Vitamin D.



Those taking part in the test, simply swab the inside of their cheek with the provided materials, and drop the sample into bins located in the stadium.

Participants must register with the company online in order to receive their results.

"They're trying to enhance the fan experience at our home games. It's a tool for consumers to have better access to information about their bodies," Kevin Rochlitz, the Ravens' senior vice president of corporate

sales and business development, tells The Sun.

## **But Where's My Data?**

Dumping your DNA in a bin located in a very public place likely seems a bit disconcerting. Could someone take these vials? Is your personal information plastered all over the sample?

Orig3n claims to use “stringent security standards” to ensure all information is protected. [According to Orig3n](#), once the company receives a participant's DNA, scientists analysis the sample and then about four weeks later a report will be available on the company's LifeProfile app.

“All DNA test results are encrypted and sent via a smartphone app,” the company says on its website. DNA samples are attached to a barcode in the DNA Test Kit so that it is clear who the results belong to.

Orig3n [notes](#) that it collects users' names, addresses, email addresses, phone numbers, and credit card information. It may then use that information to improve customers service; respond to customer service requests; personalize user experience; and send periodic emails.

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