

Wearing Your Technology on Your Sleeve

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Tracking steps was just the beginning. Since FitBit launched in 2009, the “quantified self” movement has expanded beyond bracelets to include smart contact lenses that detect glucose in tears, wearable devices that track chewing sounds and provide dietary feedback via a mobile app, bandages that deliver electrical stimulation and pain relief, and more. Special counsel [Kristi Wolff](#) addresses key legal factors including data privacy, data security, HIPAA and regulatory implications that should be considered before successfully launching a mobile health app or wearable product.