

BUYING YOUR SELF ON THE INTERNET

WRAP CONTRACTS AND
PERSONAL GENOMICS

FUTURE LAW

Buying your Self on the Internet

Wrap Contracts and Personal Genomics

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Examines the direct-to-consumer genetic testing industry's controversial use of 'wrap' contracts

- Uses the example of DTC using wrap contracts as its dominant means of governance to show the challenges that disruptive technologies pose for societies and for regulation
- Reviews 71 wrap contracts used by DTC companies providing health testing
- Explores broader issues with online contracting
- Sets an agenda for improving regulation and the online contracting environment

This book provides an introduction to the world of personal genomics and examines the rise of the direct-to-consumer genetic testing industry (DTC) and its use of 'wrap' contracts. It explores the different types of tests available and the issues that this industry raises for law and society.

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