**S1 Appendix**

**Transcript of informational priming slides**

**Recent and Future Trends with DNA Data**

* Today your unique DNA sequence can be rapidly generated and digitally stored, just from saliva, for about $100
* When data from many people are combined together, the resulting DNA database can be used for many different purposes. For example:
  + medical research (e.g. finding new pharmaceutical drugs)
  + health care (e.g. testing for risk of breast cancer)
  + family ancestry research
  + citizen identity verification
  + crime-scene investigation
  + and more

**DNA data also reveal a lot about you**

* These databases can be used to predict physical and mental risks for each individual. For example:
  + Risks of depression, dementia, and having children with birth defects
* Your risks can also be discovered from your relative’s data
  + Even if your own data is missing
* The databases can also be used to prove (or disprove) paternity
* And to catch criminals. For example:
  + The cold-case “Golden State Killer” was recently caught using a commercial database that happened to include DNA from his relative

**What is the financial value of DNA data?**

* As these databases prove useful, their financial value is being realized
  + Bigger is better: Some have millions of people’s DNA in them
  + Many combine DNA with medical records & personal information
* Companies and hospitals are starting to sell and rent access to DNA databases
* These transactions suggest companies may be willing to pay $130 per sample for database access (Reuters 2018)

**Providing your DNA data**

* Currently, some organizations will pay you to obtain your DNA data
* Others offer to obtain it in exchange for a personalized report on your health risks and ancestry information
* Still others ask you to donate it for free, as a charitable act that contributes to medical research
* Regardless of how they obtain it, most organizations agree to attempt to protect the data and your privacy
* You also must sign a legal document acknowledging that you understand there are still privacy risks; your data could still be stolen or misused