SAMPLE REPORT · REAL FINDINGS, STORE DISGUISED

Brand X Wellness

Prepared for Brand X Wellness (brandx.example)
Checked November 2026, from the US
Test sign-up: check@getwebsiteshield.com

Website Risk Report

This sample combines real findings from online health and wellness stores we checked in November 2026. Names, products and page addresses have been changed. This is not legal advice.

The problems are mostly **ad pixels**, **blind-shopper access**, an ignored **opt-out**, the **email sign-up**, **visitor recording** and the **Australian warranty**.

Summary

Sorted by how likely each one is to come up. **Likelihood** = how often these cases are brought, and whether someone outside can spot it on your website. **Impact** = what similar businesses have paid in fines, lawsuits and settlements.

#	Problem	Likelihood	Impact
1	The health-test page sends each visit to Facebook, Google, TikTok, Reddit and Pinterest before the visitor agrees to anything	**High**	**High**
2	Blind shoppers can't use parts of the homepage (images, buttons)	**High**	**Medium**
3	Opt-out page exists, but the site ignores the browser's opt-out signal	**Medium**	**Medium**
4	Signing up for emails hands the email address to data companies	**Medium**	**Medium**
5	Every visitor is recorded, with no notice and nothing in the Privacy Policy	**Medium**	**Medium**
6	Australian warranty says local consumer laws don't extend it	**Low**	**Medium**
7	Also worth fixing: hidden opt-out page, warranty length, news-style ad	**Low**	**Low**

In 2025, two health-testing companies agreed to pay $6.4 million between them over the top problem on this list, and 3,117 website accessibility lawsuits were filed over the second.

Most fixes are a setting or a sentence of text.

1. The health-test page sends each visit to Facebook, Google, TikTok, Reddit and Pinterest before the visitor agrees to anything

Checked November 2026 · brandx.example/products/biological-age-test-kit and the homepage

LIKELIHOOD

High · Suits over pixels on health pages are among the most common privacy suits, and anyone can see the pixels from a web browser.

IMPACT

High · Everlywell agreed to pay $5 million in 2025. Life Line Screening agreed to pay $1.4 million.

WHAT'S THE PROBLEM

Opening the Biological Age Test Kit page tells five ad companies about the visit straight away, before the visitor clicks or agrees to anything. On the homepage, three still load even when the browser sends the "don't share my data" signal (Global Privacy Control).

SIMPLY PUT

Five ad companies learn that this visitor looked at a health test, before the visitor says yes to anything.

Who was told about the visit to the Biological Age Test Kit page, before our test visitor clicked anything:

Facebook	Received the visit
Google	Received the visit
TikTok	Received the visit
Reddit	Received the visit
Pinterest	Received the visit

Homepage, with the browser's "don't share my data" signal turned on:

Still loaded	Facebook, Reddit, Pinterest

THE LAW / WHY IT MATTERS

California treats sending what visitors look at to ad companies as "sharing" their data, and the site must honor the browser's opt-out signal. Shoppers sue under state privacy and wiretap laws when pixels pass this on without permission, and health products draw the most suits, because what someone views can reveal a health condition. Most cookie tools have a setting that keeps pixels off until the visitor agrees.

IT'S HAPPENED TO OTHERS

Everlywell (at-home test kits, 2025): $5 million. It agreed to pay after its website shared what customers bought with Facebook and Google. **Life Line Screening (health screenings and test kits, 2025): $1.4 million.** It agreed to pay for sending test purchases to Meta and Google.

2. Blind shoppers can't use parts of the homepage: 10 images and 4 buttons have no description

Checked November 2026 · brandx.example homepage

LIKELIHOOD

High · 3,117 federal website accessibility lawsuits were filed in 2025, up 27% from 2024, and about 70% of them target online stores.

IMPACT

Medium · In California, each shopper can claim at least $4,000 per visit where they hit a barrier. Most cases settle privately.

WHAT'S THE PROBLEM

Blind shoppers use a screen reader, which reads the page out loud. On your homepage, 10 images have no text description, so the screen reader skips them or reads out a file name. 4 buttons have no label, so all it says is "button," with no hint of what the button does.

SIMPLY PUT

Blind shoppers can't use parts of your site, and this is the most-sued website problem there is.

What a screen reader finds on the homepage:

Images	**10** with no text description: skipped, or read out as a file name
Buttons	**4** with no label: read out as just "button"

THE LAW / WHY IT MATTERS

Blind shoppers sue online stores under disability-access laws when they can't use the site. California's Unruh Act lets each plaintiff claim at least $4,000 per visit where they hit a barrier. Most cases settle privately, and many stores get sued more than once. The fix is a short description for each image and a label for each button.

IT'S HAPPENED TO OTHERS

3,117 federal website accessibility lawsuits in 2025, up 27% from 2024 (Seyfarth Shaw count). **About 70%** of web accessibility suits target online stores (UsableNet). Many stores get sued more than once.

3. The site has a "Do Not Sell or Share" page, but ignores the browser's "don't share my data" signal

Checked November 2026 · brandx.example, with the browser's Global Privacy Control signal turned on

LIKELIHOOD

Medium · California checks this itself, and anyone can test it with a free browser setting.

IMPACT

Medium · Todd Snyder, an online clothing brand, paid California $345,178 in 2025.

WHAT'S THE PROBLEM

The site has a "Do Not Sell or Share" page, so it is telling visitors they can opt out. But when our test visitor's browser sent the standard "don't share my data" signal, the site carried on sending the visit to five companies, including one whose business is linking the same person across their phone, laptop and other devices.

SIMPLY PUT

The site promises an opt-out, then ignores the one visitors' browsers send automatically.

Still sent the visit with the "don't share my data" signal on:

Snapchat	Ad company
Microsoft	Ad and analytics company
Google	Ad company
Attentive	Text and email marketing company
Tapad	A company that links people across their devices
Opt-out page	Exists (brandx.example/pages/do-not-sell-or-share)

THE LAW / WHY IT MATTERS

California requires stores that "sell" or "share" visitor data to treat the browser's Global Privacy Control signal as an opt-out, the same as if the visitor had filled in the form. Having the page but not honoring the signal is exactly what California's privacy enforcers have fined companies for. The fix is usually one setting in your cookie or consent tool.

IT'S HAPPENED TO OTHERS

Todd Snyder (online clothing brand, May 2025): $345,178 to California. Its site didn't recognize the browser's Global Privacy Control signal, and its opt-out banner was broken for 40 days.

4. Signing up for emails hands the email address to data companies

Checked November 2026 · test sign-up on brandx.example using the footer email form

LIKELIHOOD

Medium · Small stores using the same tools have been sued, and anyone can see it from a web browser.

IMPACT

Medium · These lawsuits ask for $5,000 per visitor. California fined Todd Snyder, an online clothing brand, $345,178 in 2025.

WHAT'S THE PROBLEM

When our test visitor (check@getwebsiteshield.com; feel free to delete it from your email list) signed up, the email went to your email provider and also to the data companies below: one got it readable as is, six got a scrambled copy that can be matched back to the person. About 15 ad companies then swapped ID codes for the same visitor, so they can recognize them later.

SIMPLY PUT

Type an email into your sign-up box, and seven ad and data companies get it, including a credit bureau.

Where the email went when our test visitor signed up:

AddShoppers (SafeOpt)	`check@getwebsiteshield.com`, readable as is, inside the page address
Scrambled copies	LiveRamp, Meta, Snapchat, AppLovin, TransUnion (the credit bureau), Epsilon
"Scrambled"	The standard scrambled form these companies use to match an email back to the person
Then	About 15 ad companies swapped ID codes for this visitor

THE LAW / WHY IT MATTERS

California treats handing customer data to ad and data companies as "selling" or "sharing" it. That requires a clear "Do Not Sell or Share" link and a Privacy Policy that says who gets the data. Separately, lawyers have sued stores under California's wiretap law (CIPA) for letting outside companies capture shoppers' emails, asking $5,000 per visitor.

IT'S HAPPENED TO OTHERS

Posh Peanut (kids' clothing, August 2026): sued for sending shoppers' details to Meta, Google, TikTok, Klaviyo and AppLovin. Still open. **Todd Snyder (online clothing brand, May 2025): $345,178** to California. Its site didn't recognize the browser's opt-out signal, and its opt-out banner was broken for 40 days.

5. Every visitor is recorded (Microsoft Clarity), with no cookie notice, and the Privacy Policy doesn't say so

Checked November 2026 · every page of brandx.example

LIKELIHOOD

Medium · Hundreds of these suits have been filed since 2022, now against small brands too, and anyone can spot the tool from a web browser. Courts are split on whether they win.

IMPACT

Medium · These suits ask up to $5,000 per visitor. Small brands usually settle privately, so amounts aren't public.

WHAT'S THE PROBLEM

Microsoft Clarity records what visitors do on the site: clicks, scrolling and mouse movements. It starts on the first page. There's no cookie notice, so visitors are never asked, and your Privacy Policy doesn't mention recording or Clarity.

SIMPLY PUT

Every visitor is recorded from the first page, and nobody is told.

What we saw:

Recording tool	Microsoft Clarity
Starts	On the first page, before any click
Cookie notice	None on the site
Privacy Policy	No mention of "Clarity," "recording" or "session replay" (brandx.example/policies/privacy-policy)

THE LAW / WHY IT MATTERS

California's wiretap law (CIPA) lets people sue when a third party "listens in" on their use of a website without permission: up to $5,000 per visitor, usually as a class action. Pennsylvania and other states have similar laws. The simplest fix is to name the tool in your Privacy Policy and ask before recording starts.

IT'S HAPPENED TO OTHERS

Wildflower (phone cases, 2025): sued in California federal court over a visitor-recording tool on its website. Still open.

6. The Australian store's warranty says it isn't extended by local consumer laws

Checked November 2026 · au.brandx.example, Warranty page

LIKELIHOOD

Low · Australia's regulator fines online stores for this every year, mostly Australian ones after customer complaints. It has fined US companies too. Anyone can read it on your warranty page.

IMPACT

Medium · Online sleep brands paid A$56,340 to A$59,400 in 2024–2026. Fitbit, a US company, paid A$11 million.

WHAT'S THE PROBLEM

The warranty page on your Australian store says the warranty isn't extended by local consumer laws. In Australia, those laws apply whatever the warranty says.

SIMPLY PUT

It tells Australian customers they have fewer rights than the law gives them.

What the warranty page says: the warranty is not extended by local consumer laws.
au.brandx.example/policies/warranty

THE LAW / WHY IT MATTERS

In Australia, customers get automatic rights to a repair, replacement or refund for faulty products, and no company can take them away. Telling customers otherwise can bring a fine. The fix is to replace the sentence with one saying your warranty is on top of local consumer rights.

IT'S HAPPENED TO OTHERS

Neptune Blanket (weighted blankets, September 2026): A$59,400. Koala (mattresses, November 2024): A$56,340. Fitbit (US company, 2023): A$11 million.

Also worth fixing

An opt-out page that nothing links to (Checked November 2026) The "Do Not Sell or Share" page exists, but no link on the site leads to it. California expects a visible link, usually in the footer.

The footer and the warranty disagree (Checked November 2026) The footer says a 6-month warranty, but electronics get 1 year. Saying the same thing in both places avoids refund disputes.

A testimonial that reads like news (Checked November 2026) An advertorial page is laid out like a news story, with a testimonial from "Alice." Ads that look like news, and testimonials that aren't clearly real customers, draw FTC attention: fines run up to $53,088 per fake testimonial. NextMed (FTC, 2025) paid $150,000. Label the page as an ad and keep proof that Alice is a real customer.