

Multimedia Appendix 3. Taxonomy development iterations details.

Table MA3-1: Overview of individual taxonomy development iterations.

Iter.	Approach	Source(s) / Objects	Dimension	Rationale	Ending cond.
1	C2E	Vanhala and Reijonsaari [1]	Distribution Channel Fee type Fee payer Revenue from genome data Consumer target group Genome test type Data ownership Data processing	Basic dimensions acquired by reviewing the classification of Vanhala and Reijonsaari [1] and adopting or refining their dimensions	Not met
2	E2C	Top 10 Ancestry, Paternity, Health from DNA Testing Choice	Consumer research consent Data storage	Some inspected services offer voluntary sharing of personal genome data for research, while for other services such sharing is mandatory Privacy policies state how genome data is stored or who has access	Not met
3	E2C	Tests in genomics enthusiasts category	Business purpose Region of operation Sample storage	Inspection of non-profit services required a distinction to for-profit services Some services, although online accessible worldwide will only sell tests in their respective country Terms of service state if and for how long the genome sample is stored or accessed	Not met
4	C2E	-	Genome sample	Different methods of sampling (eg. blood, buccal swab, saliva sample) which require different collection sites (eg. home, lab, mobile collection) were discovered in previous iterations	Not met
5	E2C	Tests in relationship category	Legal option	Relationship test may have special legal requirements	Not met
6	C2E	-	Sampling site Sampling kit provider Data processing	Genome sample dimension was not mutually exclusive and thus split into two dimensions The Legal option dimension needed to be aligned with and was therefore integrated into the Data processing dimension	Not met
7	E2C	Tests in health category	No changes to the taxonomy, just new objects classified	-	Met

E2C: Empirical-to-conceptual, C2E: Conceptual-to-empirical

References

1. Vanhala A, Reijonsaari K. Direct-to-consumer genome data services and their business models. Sitra; 2013 [2018/04/20]; Available from: https://media.sitra.fi/2017/02/28142338/Direct_to_consumer_genome_data_services_and_their_business_models.pdf archived at: <http://www.webcitation.org/78NrCMxLB>.