

Litigation Intelligence Report

Defendant: Noom, Inc.

Domain: noom.com

Generated: 2026-05-15T13:04:25.101675Z

1. Defendant Identification

Domain	noom.com
Legal entity	Noom, Inc.
Parent entity	—
Domicile	Delaware
HQ address	450 West 33rd Street, New York, NY 10001
Industry	Digital health and wellness / weight management app
NAICS code	621999
Employees	4,000
Annual revenue	\$400M (FY2022)
Scale bracket	mid-market

Venue notes

- Incorporated in Delaware.
- Operational HQ: 450 West 33rd Street, New York, NY 10001.
- ToS governing-law provision: governed by the laws of the State of New York, without respect to its conflict of laws principles
- ToS mandates binding arbitration: ...ispute relating to the interpretation, applicability, or enforceability of this binding arbitration agreement. This arbitration provision shall survive termination of these Terms...
- ToS includes a class-action waiver.
- ToS includes a jury-trial waiver.
- ToS limits liability (cap or carve-out).
- ToS shifts indemnification to the user.
- ToS reserves the right to modify terms unilaterally.

2. Evidence Collection

Most recent crawl	2026-05-14T18:13:59.495036Z
Pages visited	6
Total tracking events	234
Agent screenshots	9 captured
Crawl ID	28cd5497-a5df-487e-a65d-3747b2e7f8c0

3. Privacy Data Flow

Total third parties detected	15
CNAME-cloaked	0
Cookie-evidenced	0
Iframe-attributed	0
Sensitive trackers	2

Receiving entities (parent-company rollup)

Owner	# Services	Captures PII?
Google LLC	3	YES
Meta Platforms, Inc.	2	no
Microsoft Corporation	2	no
Singular Labs, Inc.	1	no
ByteDance Ltd.	1	no
Taboola, Inc.	1	YES
Snap Inc.	1	no
X Corp.	1	YES
Reddit, Inc.	1	YES
Pinterest, Inc.	1	no
Wingify Software Pvt. Ltd.	1	no

4. Terms of Service / Arbitration Clause

Terms URL	https://noom.com/terms-and-conditions-of-use/
Binding arbitration	YES
Class-action waiver	YES
Jury-trial waiver	YES
Limitation of liability	YES
Indemnification	YES
Unilateral modification	YES
Governing law	YES
Governing jurisdiction	governed by the laws of the State of New York, without respect to its conflict of laws principles

Arbitration clause excerpt

ispute relating to the interpretation, applicability, or enforceability of this binding arbitration agreement. This arbitration provision shall survive termination of these Terms

5. Wrap Classification

Type: BROWSEWRAP

6. Consent Banner & Dark Patterns

No cookie/consent analysis on file.

7. Gap Analysis

Overall gap score	0.499
Tracker disclosure score	0.849
Consent score	0.1
Data collection score	0.5
Has broken consent	no

Summary

15 tracker(s) not disclosed in privacy policy; 1 identity resolution platform(s) detected; 1 dark pattern(s) in consent banner; HIPAA data detected without compliance declaration; Missing policy sections: third_party_sharing; 10 tracker(s) feed publicly-disclosed LLM training pipelines without policy disclosure (Facebook Pixel (tr), Facebook SDK (connect), Google Ads...)

Undisclosed third-party trackers

- vwo
- google_ads
- linkedin
- facebook_connect
- taboola
- snapchat
- tapad
- facebook_pixel
- bing
- singular
- pinterest
- tiktok
- reddit
- twitter
- amazon

8. Consent UX Audit (Reasonable Notice & Conspicuousness)

This appendix combines three deterministic, evidence-sealed measurements: a spatial / WCAG audit of every Terms-of-Service and Privacy-Policy link the agent encountered, a per-page annotated screenshot showing where each link sits relative to the fold, and an alignment of the resulting fact pattern against published case law on browsewrap / sign-in-wrap / clickwrap conspicuousness.

May be unenforceable — browsewrap

See Specht v. Netscape Commc'ns Corp..

case-law version: 2026.05.09

Aligned plaintiff-side authority (controlling and persuasive)

Each authority below matches the defendant's observed consent UX. The framing — "the terms may not apply to a reader of this page because [specific factual finding]" — is engineered to slot directly into a motion-to-compel-arbitration opposition or a class-cert reply.

***Specht v. Netscape Commc'ns Corp.*, 306 F.3d 17 (2d Cir. 2002)**

Under *Specht v. Netscape Commc'ns Corp.*, 306 F.3d 17 (2d Cir. 2002), the terms may not apply to a reader of this page because the Terms of Service link sits 6,468px below the fold and the browserwrap provides no submit-time notice that scrolling further constitutes assent — the same defect the Second Circuit found dispositive in *Specht*.

***Nguyen v. Barnes & Noble, Inc.*, 763 F.3d 1171 (9th Cir. 2014)**

Under *Nguyen v. Barnes & Noble, Inc.*, 763 F.3d 1171 (9th Cir. 2014), the terms may not apply to a reader of this page because the only Terms of Service link is in the site footer, with no notice at the 'Get started' submit moment that proceeding constitutes agreement — the Ninth Circuit held identical browserwrap facts insufficient to bind a user.

***Wilson v. Huuuge, Inc.*, 944 F.3d 1212 (9th Cir. 2019)**

Under *Wilson v. Huuuge, Inc.*, 944 F.3d 1212 (9th Cir. 2019), the terms may not apply to a reader of this page because no affirmative act — neither a required checkbox nor any 'by clicking...' acknowledgment — is exacted before the user submits, and the Terms appear only via a footer browserwrap link. The Ninth Circuit reached the same conclusion on functionally identical facts in *Wilson*.

Per-page probe summary

Each row reports the most-charitable Terms or Privacy link the probe found on the page (i.e., the strongest notice the defendant could plausibly assert). Below-fold distance is measured against a 1280x800 viewport.

Page	Verdict	ToS link	Font	Contrast / WCAG	Fold position
https://www.noom.com/	MODERATE NOTICE	Terms and Conditions	14px	12.06:1 AAA	365px below
https://www.noom.com/lose-weight/	MODERATE NOTICE	Terms and Conditions	12px	20.95:1 AAA	6,442px below
https://www.noom.com/survey/weightLossGoal	NO NOTICE FOUND	— none found —	—	—	—
https://www.noom.com/survey/weightLossGoal	NO NOTICE FOUND	— none found —	—	—	—
https://www.noom.com/survey/sex	NO NOTICE FOUND	— none found —	—	—	—
https://www.noom.com/survey/gender	NO NOTICE FOUND	— none found —	—	—	—

Annotated Overlay (worst-scoring page)

Page: <https://www.noom.com/survey/weightLossGoal>

Verdict: NO NOTICE FOUND (score 0.0)

← DEMOGRAPHIC PROFILE

What is your weight loss goal?

- Lose 1-10 kg for good
- Lose 11-20 kg for good
- Lose over 20 kg for good
- Maintain weight and get fit
- I haven't decided yet

NO NOTICE FOUND score 0.0

To failure reason:
if the ToS or Privacy link found anywhere on the page.

Red dashed line marks the 1280x800 viewport fold; color-coded boxes indicate per-link verdict (green strong → red deficient); blue dashed outline marks any active consent banner. Image sealed into the evidence chain.

FactBundle inputs

Wrap classification	BROWSEWRAP (high conf)
Submit-time “by clicking” phrase	no
ToS link in form scope	no
Required checkbox	no
Footer-only Terms link	YES
Any link above fold	no
Best-case contrast	20.95:1 (AAA)
Smallest font size	12px
Worst fold distance	6468px below
Pages audited	6
Consent banner present	no
Banner: Accept + Reject symmetry	no

9. Binding Representations

3 verbatim representation(s) captured by the agent across visited pages, scoped to the bucket(s) selected at run time. Each entry is a falsifiable factual claim a consumer could reasonably rely on — potential UCL / FAL / CLRA / express-warranty hooks. Subjective puffery was filtered out at extraction; an attorney still owns the puffery line on

review.

Chain of custody: each finding below was sealed at capture time as a JSON artifact (SHA-256 hashed and chained, RFC 3161 timestamped). Per-finding sequence numbers cross-reference the chain manifest in the Methodology & Chain of Custody appendix.

Source: <https://www.noom.com/> (1 finding)

Broad

“People on the Noom plan typically lose 1■2 lbs/week”

Specific weight loss claim that can be measured and verified

Captured at screenshot #1 (see §11).

Sealed: chain entry #40, SHA-256 a420e001...4c77be, TSA verified.

Source: <https://www.noom.com/lose-weight/> (2 findings)

Broad

“Noom uses science and personalization to help you lose weight and keep it off for good.”

Binding claim about scientific basis and permanent weight loss results.

Captured at screenshot #3 (see §11).

Sealed: chain entry #41, SHA-256 a43d4ae7...8425fc, TSA verified.



Broad

“Join the millions who have discovered that Noom is the smartest way to not only lose more weight—but also keep it off—to live better, longer.”

Quantifiable claim about 'millions' of users and superior weight loss outcomes.

Captured at screenshot #3 (see §11).

Sealed: chain entry #42, SHA-256 58cb6eaf...0eea01, TSA verified.

10. Sensitive Network Transmissions

10 outbound request(s) ranked as the most likely to carry user-identifying data, scored by URL alias keys, observed form-input matches, recipient category, and method. Each card below is a rendering of a network event we sealed into the evidence chain at capture time — the values shown are what the agent observed at the moment of transmission, not a downstream summary.

```
#1 POST https://www.google-analytics.com/j/collect?v=1&_v=j102&a=419463826&t=pageview&_s=1&dl=https%3A%2F%2Fwww.noom.com%2Flose-weight%2F&ul=en-us&dt=Lose%20Weight%20Easily%20with%20Noom%27s%20Smart%20Weight%20Loss%20Program&sr=1920x1080&vp=1920x1080&_u=QCCAgEABAAAAACgAI~&jid=392616801&gjid=588741991&cid=1921057095.1778782446&tid=UA-6218573-30&_gid=393484018.1778782446&_slc=1&gtm=45He65c1n71WFZPPKv71535372za200zd71535372&gcs=G1111&gcd=13r3r3r2r511&dma_cps=a&dma=1&tag_exp=0~115616985~115938465~115938469&z=304738285
```

Recipient: Google Analytics ((unknown)) · **Category:** analytics · **Triggered on:** <https://www.noom.com/lose-weight/>

#5 POST https://region1.analytics.google.com/g/collect?v=2&tid=G-QEH2HHETNY>m=45je65c1v886699094za200zb71535372zd71535372&p=1778782492100&_gaz=1&gcs=G111&gcd=13r3rPr2r511&npa=0&dma_cps=a&dma=1&gdid=dYWJhMj&ecid=1305560760&_eu=AAAAAGAC&are=1&cid=1921057095.1778782446&frm=0&ni=1&pscdl=noapi&rcb=9&sr=1920x1080&uaa=x86&uab=64&uafvl=HeadlessChrome%3B147.0.7727.15%7CNot.A%252FBrand%3B8.0.0.0%7CChromium%3B147.0.7727.15&uam=&uamb=0&uap=macOS&uapv=10.15.7&uaw=0&ul=en-us&gaf=2&_s=1&tag_exp=0~115616985~115938465~115938468~118128923~118167295&sid=1778782492&sct=1&seg=0&dl=https%3A%2F%2Fwww.noom.com%2Flose-weight%2F&dr=https%3A%2F%2Fwww.noom.com%2F&dt=Lose%20Weight%20Easily%20with%20Noom%27s%20Smart%20Weight%20Loss%20Program&en=AdBlock&_fv=1&_ss=1&_ee=1&ep.transport_type=beacon&ep.event_category=Advanced%20Ads&ep.event_label=Yes&tfd=605

Recipient: Google Analytics ((unknown)) · Category: analytics · Triggered on: https://www.noom.com/lose-weight/

#6 POST https://region1.analytics.google.com/g/collect?v=2&tid=G-QEH2HHETNY>m=45je65c1v886699094z871535372za200zb71535372zd71535372&p=1778782492100&gcs=G111&gcd=13r3rPr2r511&npa=0&dma_cps=a&dma=1&gdid=dYWJhMj&ecid=1305560760&_eu=AAAAAGQC&are=1&cid=1921057095.1778782446&ec_mode=a&frm=0&pscdl=noapi&rcb=9&sr=1920x1080&uaa=x86&uab=64&uafvl=HeadlessChrome%3B147.0.7727.15%7CNot.A%252FBrand%3B8.0.0.0%7CChromium%3B147.0.7727.15&uam=&uamb=0&uap=macOS&uapv=10.15.7&uaw=0&ul=en-us&gaf=2&_s=2&tag_exp=0~115616985~115938465~115938468~118128923~118167295&sid=1778782492&sct=1&seg=1&dl=https%3A%2F%2Fwww.noom.com%2Flose-weight%2F&dr=https%3A%2F%2Fwww.noom.com%2F&dt=Lose%20Weight%20Easily%20with%20Noom%27s%20Smart%20Weight%20Loss%20Program&en=page_view&ep.utm_segment=&_et=147&tfd=755

Recipient: Google Analytics ((unknown)) · Category: analytics · Triggered on: https://www.noom.com/lose-weight/

#7 POST https://region1.analytics.google.com/g/collect?v=2&tid=G-QEH2HHETNY>m=45je65c1v886699094za200zb71535372zd71535372&p=1778782492100&_gaz=1&gcs=G111&gcd=13r3rPr2r511&npa=0&dma_cps=a&dma=1&gdid=dYWJhMj&ecid=1305560760&_eu=AEAAAGQC&ae=a&are=1&cid=1921057095.1778782446&frm=0&pscdl=noapi&rcb=9&sr=1920x1080&uaa=x86&uab=64&uafvl=HeadlessChrome%3B147.0.7727.15%7CNot.A%252FBrand%3B8.0.0.0%7CChromium%3B147.0.7727.15&uam=&uamb=0&uap=macOS&uapv=10.15.7&uaw=0&ul=en-us&gaf=2&_s=3&tag_exp=0~115616985~115938465~115938468~118128923~118167295&sid=1778782492&sct=1&seg=1&dl=https%3A%2F%2Fwww.noom.com%2Flose-weight%2F&dr=https%3A%2F%2Fwww.noom.com%2F&dt=Lose%20Weight%20Easily%20with%20Noom%27s%20Smart%20Weight%20Loss%20Program&en=scroll&ep.percent_scrolled=90&_et=71273&tfd=72031

Recipient: Google Analytics ((unknown)) · Category: analytics · Triggered on: https://www.noom.com/lose-weight/

#8 POST https://stats.g.doubleclick.net/j/collect?t=dc&aip=1&r=3&v=1&_v=j102&tid=UA-6218573-30&cid=1921057095.1778782446&jid=392616801&gid=588741991&_gid=393484018.1778782446&_u=QCCAgEABAAAAGgAIAAC~&z=1851175618

Recipient: Google Ads ((unknown)) · Category: ads · Triggered on: https://www.noom.com/lose-weight/

#9 POST https://googleads.g.doubleclick.net/pagead/viewthroughconversion/783925782/?random=1831231629&cv=11&fst=1778782566380&fmt=8&bg=ffffff&guid=ON&async=1&en=page_view>m=45be65c1h1v877426636za200zd877426636x&ec&gcd=13131P121111&dma_cps=a&dma=1&tag_exp=0~115938466~115938469~116701382~118128923&u_w=1920&u_h=1080&url=https%3A%2F%2Fwww.noom.com%2Fsurvey%2FweightLossGoal&ref=https%3A%2F%2Fwww.noom.com%2Fps%2Fprogram-brancing&rcb=10&cap=1>m_ee=1&frm=0&tiba=Noom%3A%20Stop%20dieting.%20Get%20lifelong%20results.&npa=1&pscdl=noapi&auid=369130239.1778782446&label=MbACCJP_jm8DEJaE5_UC&hn=www.googleadservices.com&uaa=x86&uab=64&uafvl=HeadlessChrome%3B147.0.7727.15%7CNot.A%252FBrand%3B8.0.0.0%7CChromium%3B147.0.7727.15&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&ec_mode=a&oidsrc=3&ecsid=790595541.1778782446&_tu=ABA&gcl_ctr=1~0~0~0&data=event%3Dgtag.config&category=acrqp_v1_512&em=tv.1&ct_cookie_present=false&eid=CkMKEAjw5ZXQBhC_5M-urbay9nsSLwBrHoBfGr5xpVJullVDMPJyAxVKiUAy2PTMK0Lg0fV3OFMidFrNMeU_Fp-Oj7Pu8P8HAQ&crd=CLTesQII8t-xAgit4bECCkG4sQIIscGxAgiwBEECLLHdsQIIiisWxAgjCybECLLGSQIIk9qxAgj3LECCIfbsQII08WxAgjrzLECC030sQII1c-xAgj02rECCJfUsQIIYduxAgix4bECLLPhsQIIpt2xAgiw3rECCIDbsQJJK25vdCluYXZpZ2F0aW9uLXNvdXJjZSwgdHJpZ2dlcjllldmVudClzb3VyY2VaAwoBAWIDCGED&cerd=CgSN4b0t&fsk=ChEI8OWVOAYQ5_LMm-6LzV8ARIsAlhQeTLHQhVJBna7MupDrs3jr8koNITxA-BSxuegABxulJsm4un_4FlygIaJzF&pscrd=IhMiOI-DuLG51AMV-oqDBx0MQBWTMgwIA2IICAAQABgAIAAyDAGYEGYgIABAAGAAGADIMCAdiCAGAEAAAYACAAMgWICGIICAAQABgAIAAyDAGYJYgIABAAGAAGADIMCAdiCAGAEAAAYACAAMgWIAmIICAAQABgAIAAyDAGLYggIABAAGAAGADIMCBViCAGAEAAAYACAAMgWIH2IICAAQABgAIAAyDAGTYggIABAAGAAGADIMCBjCAGAEAAAYACAAMgWIVodHRwcz0vL3d3dy5ub29tLmNvbS9CV0NoUk4tTldWMEFZUS1xWHVYOXFjN0xrdUVpMEFZbHhXwmlfWTNHvVNSU1pLa3RXbVBlcjgybjNYcWhGsnpJeGlTzA2LXpTnRcbGpUdEtqbndhQUhXa3oMCAliCAGAEAAAYACAA

Recipient: Google Ads ((unknown)) · Category: ads · Triggered on: https://www.noom.com/survey/weightLossGoal

#10 POST https://googleads.g.doubleclick.net/pagead/viewthroughconversion/783925782/?random=514414445&cv=11&fst=1778782689965&fmt=8&bg=ffffff&guid=ON&async=1&en=page_view>m=45be65clh1v877426636za200zd877426636xec&gcs=G111&gcd=13n3nPn2n511&dma_cps=a&dma=1&tag_exp=0~115938466~115938469~116701382~118128923&u_w=1920&u_h=1080&url=https%3A%2F%2Fwww.noom.com%2Fsurvey%2Fsex&ref=https%3A%2F%2Fwww.noom.com%2Fsurvey%2FweightLossGoal&rcb=10&capi=1&frm=0&tiba=Noom%3A%20Stop%20dieting.%20Get%20lifelong%20results.&did=dYWJhMj&gclid=dYWJhMj&npa=0&pscdl=noapi&aid=369130239.1778782446&label=MbACCJP_jm8DEJaE5_UC&ae=a&hn=www.googleadservices.com&uaa=x86&uab=64&uafvl=HeadlessChrome%3B147.0.7727.15%7CNot.A%252FBrand%3B8.0.0.0%7CChromium%3B147.0.7727.15&uamb=0&uam=&uap=macOS&uapv=10.15.7&uaw=0&ec_mode=a&oidsrc=3&ecsid=790595541.1778782446&_tu=ABA&gclid_ctr=2~0~0~0&data=event%3Dpage_view&category=acrpc_v1_512&em=tv.1&ct_cookie_present=false&eoid=CkQKEAJw5ZXQBhC_5M~urbay9nsSMABrHobf1WQoRfFX0qzm2FHap210e7FkflvBBUg8G18amjdZnC_srB5QYcCukq9xrvD_BwE&crd=CLTesQII8t-xAgit4bECCKG4sQIIIsGxAgiwWbECCLHDSQIIIsWxAgjCybECCLTGsQIIIk9qxAgjb3LECCI fbsQII08WxAgjrLECCO30sQII1c-xAgj02rECCJfUsQIIyduxAgix4bECCPhsQIIpt2xAgiw3rECCIDbsQJKGXRYaWdnZXI7bmF2aWdhGlvbilzb3VyY2VaAwoBAWIDCgED&cerd=CgSN4b0t&f sk=ChEI8OWV0AYQ5_LMm-6LzZv8ARIsALhQeTKb0hYG6XBqRuYcdm_J8XEcl2_7S7pIqlW9ujG9twUaDuD9BCRzDnwaAhYS&pscrd=IhMIjpz58rG51AMV6I-DBx0QPBDomgwIA2IICAAQABgAIAAyDagEYggIABAAGAAgADIMCadiCAGAEAAAYACAAMgWICGIICAAQABgAIAAyDagJYggIABAAGAAgADIMCApiCAGAEAAAYACAAMgWIAmIICAAQABgAIAAyDagLYggIABAAGAAgADIMCBViCAGAEAAAYACAAMgWIH2IICAAQABgAIAAyDagTYggIABAAGAAgADIMCBjICAGAEAAAYACAAMgVodHRwczovL3d3dy5ub29tLmNvbs9CV0NoQUk4T1dWMEFZUS1xWHVvOXFjN0xrdUVPMEFFZbHAXWnVLS3RkbHgzc1JRTS15M3RGUDVhcEVxQU80SmpTT3VtLW9pTnMyQVZzRkc1VTh4WTUxTjBaY3oMCAlicAGAEAAAYACAA

Recipient: Google Ads ((unknown)) · Category: ads · Triggered on: https://www.noom.com/survey/sex

11. Visual Evidence Trail

9 screenshots captured by the investigation agent. Each is timestamped and tagged with the trigger event.

#1 Auto: Google Tag Manager fired

https://www.noom.com/

NOOM

CAREERS PRODUCT FREE TOOLS COMPANY SUPPORT LOGIN EN [Learn More](#)

Learn to eat mindfully.
Psychology is the key to lasting change.

Continue

#2 Auto: Google Tag Manager fired

<https://www.noom.com/lose-weight/>



NOOM **WEIGHT**

We're changing how the world
thinks about weight loss.

#3 Auto: navigated <https://www.noom.com/> → <https://www.noom.com/lose-weight/>

<https://www.noom.com/lose-weight/>



NOOM **WEIGHT**

We're changing how the world
thinks about weight loss.

#4 Auto: Google Analytics fired

<https://www.noom.com/ps/program-branching>



#5 Auto: navigated <https://www.noom.com/lose-weight/> → <https://www.noom.com/ps/program-branching>

<https://www.noom.com/survey/weightLossGoal>

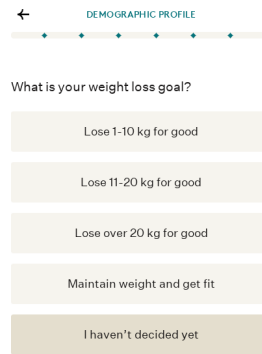
← DEMOGRAPHIC PROFILE

What is your weight loss goal?

- Lose 1-10 kg for good
- Lose 11-20 kg for good
- Lose over 20 kg for good
- Maintain weight and get fit
- I haven't decided yet

#6 Auto: Google Tag Manager fired

<https://www.noom.com/survey/weightLossGoal>



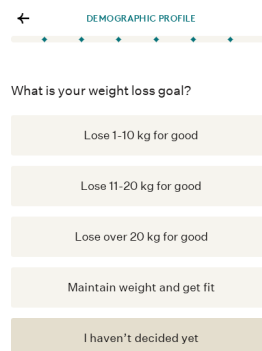
← DEMOGRAPHIC PROFILE

What is your weight loss goal?

- Lose 1-10 kg for good
- Lose 11-20 kg for good
- Lose over 20 kg for good
- Maintain weight and get fit
- I haven't decided yet

#7 Auto: navigated <https://www.noom.com/ps/program-branching> → <https://www.noom.com/survey/weightLossGoal>

<https://www.noom.com/survey/weightLossGoal>

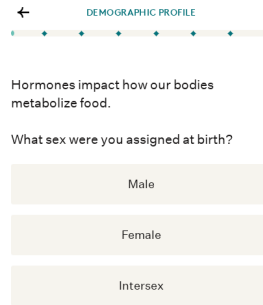


← DEMOGRAPHIC PROFILE

What is your weight loss goal?

- Lose 1-10 kg for good
- Lose 11-20 kg for good
- Lose over 20 kg for good
- Maintain weight and get fit
- I haven't decided yet

#8 Auto: navigated <https://www.noom.com/survey/weightLossGoal> → <https://www.noom.com/survey/sex>
<https://www.noom.com/survey/sex>



← DEMOGRAPHIC PROFILE

Hormones impact how our bodies metabolize food.

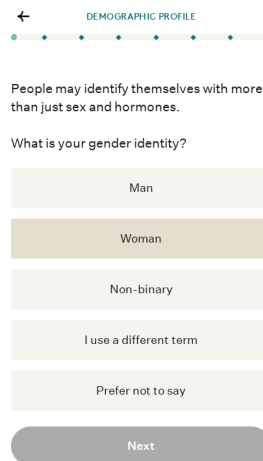
What sex were you assigned at birth?

Male

Female

Intersex

#9 Auto: navigated <https://www.noom.com/survey/sex> → <https://www.noom.com/survey/gender>
<https://www.noom.com/survey/gender>



← DEMOGRAPHIC PROFILE

People may identify themselves with more than just sex and hormones.

What is your gender identity?

Man

Woman

Non-binary

I use a different term

Prefer not to say

Next

Appendix: Metadata & Data Provenance

Report generated	2026-05-15T13:04:25.101675Z
Data sources used	site, latest_crawl, company_profile, terms, arbitrage, agent_screenshots
Enrichment model	anthropic/claude-sonnet-4.6
Enrichment timestamp	2026-05-12T02:53:10.027265Z

Freshness warnings

- Revenue figure is for FY2022; current revenue may differ.

Citations for corporate facts

- Legal entity name is Noom, Inc. — <https://www.crunchbase.com/organization/noom>
- Headquarters at 450 West 33rd Street, New York, NY 10001 — <https://www.bloomberg.com/profile/company/1522587D:US>
- Incorporated in Delaware — <https://www.crunchbase.com/organization/noom>
- Operates in digital health and wellness / weight management app industry — <https://www.noom.com/about/>
- Approximately 4,000 employees as of 2022 — <https://www.linkedin.com/company/noom>
- Annual revenue approximately \$400 million (2022 estimate) — <https://www.wsj.com/articles/noom-weight-loss-app-valuation-11623345601>
- NAICS code 621999 (All Other Miscellaneous Ambulatory Health Care Services) — <https://www.naics.com/naics-code-description/?code=621999>

Appendix: Methodology & Chain of Custody

Run methodology

Run kind	web
Target	https://noom.com
Collected (UTC)	2026-05-14T18:13:45.493636+00:00
Scanner commit	—
Python	3.10.12
Playwright	—
mitmproxy	—
Host	a3723173001a · Linux 6.18.5+deb13-cloud-amd64 · x86_64
Outbound IP / org	34.6.69.203 (Google LLC)
Geolocation	Groningen, Groningen, The Netherlands
Clock skew vs reference	913.4 ms (google.com Date header)
Known-tracker DB	disconnect=4500, easyprivacy=46748, exodus=432, whotracksme=3474
Goal	SITE TYPE: unknown — discover empirically. Don't assume e-commerce, signup, or quiz; the site may be any combination, including pure marketing. The narrowed tem
Model	alibaba/qwen3-coder
Max turns / budget	12 / \$0.8

Scope of audit

The agent documents what an unauthenticated user encounters. It does not impersonate authenticated users, complete transactions, solve bot challenges, or bypass verification gates. Absence of data behind any of the boundaries below reflects scope, not omission.

Payment submission. The agent stops at the payment iframe (Stripe / Shopify Pay / Adyen / etc.). A Stripe test card (4242 4242 4242 4242) is used to mount the iframe and trigger payment-step trackers, but no real charge is submitted.

Effect on this audit: Audit covers everything up to and including iframe mount; post-payment confirmation pages are not observed.

Login walls. The agent declines authentication gates it cannot legitimately pass. The audit documents the unauthenticated user experience the defendant presents — the relevant fact pattern for consent-conspicuousness analysis under Specht / Meyer / Berkson.

Effect on this audit: Authenticated dashboards and member-only pages are out of scope by design.

Paywalls. Subscription gates and content unlock walls are treated like login walls: the wall and the trackers that fire when it mounts are captured, but no subscription is purchased.

Effect on this audit: Pages gated behind a paid subscription are not observed.

Email / SMS verification. Multi-step signups that require a code sent to a real inbox or phone cannot complete. The verification screen is screenshotted and the agent backs out.

Effect on this audit: Flows that gate further interaction on a verification code are observed up to the verification screen.

Captcha / bot challenges. reCAPTCHA, Cloudflare Turnstile, hCaptcha, slide-to-verify, press-and-hold, and similar bot challenges are screenshotted and the audit halts. The agent does not attempt to solve them. Solving captchas would constitute impersonation (an affirmative misrepresentation that the agent is a human) and would taint the evidence under Federal Rule of Evidence 901.

Effect on this audit: Pages reachable only by passing a bot challenge are not observed.

Browser fingerprint normalization. The agent runs Chromium with a normalized fingerprint (see browser_profile in run_params for the exact patches applied). This brings the headless browser's observable signals — navigator.webdriver, the chrome runtime object, the plugins array, the languages list, permissions.query("notifications") behavior, and the WebGL vendor/renderer — in line with a default desktop Chrome on macOS. The purpose is to avoid being trivially rejected by commercial bot-detection vendors whose training sets flag every stock headless browser. NO patch impersonates a specific user, claims human identity on a challenge, or alters the page content the agent reports observing.

Effect on this audit: The audit observes what a privacy-conscious user with a default Chrome browser would observe. Sites that block all automated browsers regardless of fingerprint, including those whose detection looks deeper than the patched signals (mouse-movement analysis, canvas fingerprinting at a level not addressed by the patches, or behavioral detection over time), remain out of scope.

Sealed artifacts (chain manifest)

Run ID **28cd5497-a5df-487e-a65d-3747b2e7f8c0** — 45 artifact(s) sealed. Each row is committed to by the next via SHA-256 chaining; tampering with any single artifact invalidates every chain hash that follows. TSA tokens (RFC 3161) are downloadable from the run's evidence endpoint. Rows whose bytes match are merged.

#	Kind(s)	File	SHA-256	TSA	Captured (UTC)
	methodology	methodology.json	7e93c18b...20f0e6	verified	2026-05-14 18:13:59
1	screenshot	001.png	a0308395...fd8d61	verified	2026-05-14 18:14:14
2	sidecar	001.json	996a0809...e809c5	verified	2026-05-14 18:14:20
3	consent_prominence	prominence_0131.json	28486f0a...1926c2	verified	2026-05-14 18:14:35
4	consent_prominence_fullpage	prominence_0131_fullpage.png	ea21922b...985507	verified	2026-05-14 18:14:41
5	consent_prominence_overlay	prominence_0131_overlay.png	dc6d0991...8e7934	verified	2026-05-14 18:14:48
6	screenshot	002.png	2399338d...7d0267	verified	2026-05-14 18:15:01
7	sidecar	002.json	4fde54e8...5e0493	verified	2026-05-14 18:15:07
9	sidecar	003.json	c3f018b8...9303a6	verified	2026-05-14 18:15:22
10	representation_crop	003_rep_002.png	1f4d7e5a...c45c99	verified	2026-05-14 18:15:31
11	consent_prominence	prominence_0132.json	a39ca694...36206f	verified	2026-05-14 18:15:43
12	consent_prominence_fullpage	prominence_0132_fullpage.png	6e61aa38...03d5ca	verified	2026-05-14 18:15:50
13	consent_prominence_overlay	prominence_0132_overlay.png	8e30dabf...c4cb28	verified	2026-05-14 18:15:59
14	screenshot	004.png	bca84e04...c7c64b	verified	2026-05-14 18:16:10
15	sidecar	004.json	0bf12877...c4df92	verified	2026-05-14 18:16:16
16	screenshot · consent_prominence_fullpage	005.png	1800e4e6...a6796d	verified	2026-05-14 18:16:25
17	sidecar	005.json	dc349de6...35c980	verified	2026-05-14 18:16:31
18	consent_prominence	prominence_0133.json	4b02a4a3...3a99fc	verified	2026-05-14 18:16:44
20	consent_prominence_overlay	prominence_0133_overlay.png	668b6fac...1c2d9b	verified	2026-05-14 18:16:56
22	sidecar	006.json	6c0c764e...433180	verified	2026-05-14 18:17:15
24	sidecar	007.json	cd1744ad...405975	verified	2026-05-14 18:17:29
28	screenshot · consent_prominence_fullpage	008.png	3f8c198e...74512a	verified	2026-05-14 18:18:18
29	sidecar	008.json	ac14f4a5...c0e6ad	verified	2026-05-14 18:18:24

#	Kind(s)	File	SHA-256	TSA	Captured (UTC)
30	consent_prominence	prominence_0135.json	192a4ccb...8d741f	verified	2026-05-14 18:18:38
32	consent_prominence_overlay	prominence_0135_overlay.png	3d889066...224b3c	verified	2026-05-14 18:18:50
33	screenshot · consent_prominence_fullpage	009.png	1bae9217...aa2ad0	verified	2026-05-14 18:19:03
34	sidecar	009.json	0f394651...ea022d	verified	2026-05-14 18:19:09
35	consent_prominence	prominence_0136.json	e1c63cfb...5193a5	verified	2026-05-14 18:19:23
37	consent_prominence_overlay	prominence_0136_overlay.png	c6d5309e...62d4a9	verified	2026-05-14 18:19:35
38	wrap_evidence	wrap_000.json	dd5515cf...ed458a	verified	2026-05-14 18:20:20
39	wrap_evidence	wrap_001.json	7591a4a6...666a65	verified	2026-05-14 18:20:26
40	representation	rep_000.json	a420e001...4c77be	verified	2026-05-14 18:20:32
41	representation	rep_001.json	a43d4ae7...8425fc	verified	2026-05-14 18:20:37
42	representation	rep_002.json	58cb6eaf...0eea01	verified	2026-05-14 18:20:43
43	case_law_factbundle	case_law_factbundle.json	8664725e...675294	verified	2026-05-14 18:21:02
44	case_law_alignment	case_law_alignment.json	77b03643...d72264	verified	2026-05-14 18:21:08

36 verified · 0 unverified · 0 pending (showing 36 unique-hash row(s); 9 duplicate-bytes row(s) merged). Unverified rows have a strong local seal (sha256 + chain) but no third-party RFC 3161 timestamp; the scanner re-attempts these via the */evidence/reseal* cron endpoint.