



NEWS RELEASE

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ADVISORY WARNING REGARDING VISION TEST APP TECHNOLOGY

PIERRE, S.D. – South Dakota Attorney General Jason Ravensborg warns consumers to proceed with caution when using online and app-based vision testing technology. Smartphones and the internet play a large role in the lives of South Dakotans and it is important to keep in mind that technology is a fantastic complement to health and well-being questions and concerns. However, technology should not be a replacement for real-life experts when it comes to your health, safety, and well-being.

“When an app-based company promises cheap, convenient online vision testing, it may be hard to resist,” said Ravensborg. “I would simply ask you to remain mindful of the importance of safeguarding your eye health and vision and, as needed, seek further relevant and reliable health care.”

Recently, the U.S. Food and Drug Administration (FDA) issued the recall of a company named Visibly. The FDA recalled the operation of Visibly and its technology in August 2019, stating that “The Visibly Online Refractive Vision Test is being recalled since the firm has not received authorization from FDA to market the product.” While Visibly is not currently in operation in South Dakota at this time, it is important to note that there are other online based companies who may be engaging in similar practices.

If you should have any questions, please reach out to the Attorney General’s Consumer Protection Division at 1-800-300-1986.

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