

TelcomWATCH

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IMPORTANT NOTICE –
Please Distribute to the General Manager or Insurance Contact

FTC ISSUES NEW REPORT ON MOBILE PRIVACY DISCLOSURES

Since we know many of you are mobile service providers, we thought your customers might ask you questions about this new report. The Federal Trade Commission (FTC) released a report on February 1, 2013 that says it wants — but is not mandating — makers of mobile operating systems, app developers, and advertisers to be provide "timely, easy-to-understand disclosures about what data they collect and how the data is used." In the report, "Mobile Privacy Disclosures: Building Trust Through Transparency," the FTC said that most consumers are concerned, and often confused, about how mobile privacy operates. "More than other types of technology, mobile devices are typically personal to an individual, almost always on, and with the user," the FTC said in the report. "This can facilitate unprecedented amounts of data collection."

The report also cites a nationwide survey that found 57% of all mobile app users have "either uninstalled an app over concerns about having to share their personal information, or declined to install an app in the first place for similar reasons. Similarly, in a 2011 survey of U.S. smartphone users, less than one-third of survey respondents reported feeling in control of their personal information on their mobile devices."

The report makes recommendations for critical players in the mobile marketplace: mobile platforms (operating system providers, such as Amazon, Apple, BlackBerry, Google, and Microsoft), app developers, advertising networks and analytics companies, and app developer trade associations. Most of the recommendations involve making sure that consumers get timely, easy-to-understand disclosures about what data they collect and how the data is used.

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For more information regarding the "Mobile Privacy Disclosures: Building Trust Through Transparency", read the report at, <http://www.ftc.gov/os/2013/02/13/0201mobileprivacyreport.pdf>

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