



Mobile Essentials: ■ Mobile Privacy Disclosure: What You Need to Know

- Date: November 7, 2013
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member– \$125 – Advance Registration Required for All

Continued growth and innovation in the vibrant mobile marketplace is dependent on consumer confidence in the privacy protections provided by mobile application providers. While many mobile application developers are transparent about their collection, use, and protection of consumer data, there is broad recognition that industry can do more.

To that end, SIIA has long been a proponent of industry self-regulation, where industry does not need the government to mandate the steps to a trusted environment for users. This is particularly true when compared to the inability of legislation and regulations to keep pace with rapidly evolving technology.

This webcast will provide a briefing about the voluntary code of conduct recently developed through multi-stakeholder discussions led by the Department of Commerce. SIIA was a leading participant in developing a voluntary code of conduct for app providers to enhance transparency by implementing “short form” notices to better inform users about information collected and shared.



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