

For Immediate Release

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SIIA Supports Mobile App Code of Conduct

Trade Group Cites Successful Process for Collaborative Solutions over Regulatory Mandates

Washington, D.C. (July 25, 2013) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today voted in favor of the Short Form Notice Code of Conduct developed as part of the U.S. Department of Commerce's Privacy Multi-stakeholder Process on Mobile Application Transparency. Ken Wasch, SIIA President, issued the following statement after the vote:

"With the passage of this Code of Conduct, consumers will have more information about how their data is being used by mobile apps, and a greater ability to protect their privacy.

"We don't agree completely with all of the elements of the code, and we will continue to work to ensure that companies have substantial flexibility in providing privacy notices. However, this Code of Conduct empowers consumers and provides an important roadmap for developers to create 'short form' privacy notices for consumer apps. We look forward to working with our members and the industry to encourage implementation of the guidelines set out by this Code of Conduct.

"In a time of rapidly evolving technology, industry self-regulation is the most effective way to maintain the right balance between consumer confidence and continued innovation. Without collaborative, voluntary efforts such as this mobile privacy code, we risk heavy-handed legislation or government regulation that would harm tech innovation, job creation and economic progress.

"SIIA continues to strongly support the Obama Administration's commitment to creating voluntary privacy codes of conduct through multistakeholder collaboration, and we look forward

to engaging in future initiatives to this end."

About SIIA

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. For more information, visit www.sii.net.