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SIIA Joins Effort to Develop Privacy Guidelines for Mobile Application Developers

Future of Privacy Forum Project Helps Promote Best Practices for App Developers

WASHINGTON, D.C. (Sept. 1, 2011) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that it has joined the Future of Privacy Forum's Application Privacy Working Group and has become a sponsor of the FPF project, ApplicationPrivacy.org. As a key participant in this group, SIIA—which brings the expertise of 500 member companies—will help develop voluntary privacy principles and best practices for mobile software applications. The new industry guidelines will help mobile application developers create and disclose policies to protect personal information. At the same time, ApplicationPrivacy.org aims to educate application developers about responsible data practices.

"Mobile apps have become an innovative tool for entertainment, business and education because they can be used on the go," said Mark MacCarthy, Vice President for Government Affairs for SIIA. "Moreover, mobile applications can use location information to create targeted services that many users highly value. However, 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, recent reports have indicated that this is not always the case."

"SIIA is joining the Future of Privacy Forum's app privacy project so we can focus the software industry's attention on doing the right thing to protect personal information and to ensure continued growth and innovation in the mobile marketplace," continued MacCarthy. "Mobile app developers have a responsibility to create and disclose their privacy policies when they collect and use personal information. We are joining this effort out of the conviction that the industry does not need government regulation to move us in the direction of providing a trusted environment for our users. "

MacCarthy, who also teaches and researches privacy and security issues at Georgetown University's Communication, Culture and Technology program, will join the Future of Privacy Forum's Advisory Board.

"We are pleased to have SIIA join the Future of Privacy Forum in our effort to create straightforward policies that protect the privacy of mobile application users," said Jules Polonetsky, Co-Chair and Director of the Future of Privacy Forum. "SIIA's participation will help provide developers with resources that promote the positive development of mobile applications as trusted tools for entertainment, business and education."

The Future of Privacy Forum is a Washington, DC-based think tank that seeks to advance responsible data practices. The Forum is led by Internet privacy experts Jules Polonetsky and Christopher Wolf and includes an advisory board comprised of leading figures from industry, academia, law and advocacy groups. The Forum's mobile privacy project, ApplicationPrivacy.org, is also supported by Facebook, Intel, Zynga, Google, AT&T, the Center for Democracy and Technology (CDT), TRUSTe, Sprint, the Association for Competitive Technology, Admeld and a number of smaller app developers.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For more information, visit www.siia.net.

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