Guidance

Updating your privacy policy

Privacy requests

SLA for dealing with privacy requests. Someone who's trained to answer questions.

App store privacy requirements

Include links to all relevant appstore privacy requirements. Warn that you need to be registered to each dev programme, and that this might cost money.

Data Collection from Children

Most countries have regulations that require consent from the parent for collection of personal information from a child under the age of 13 (in some countries, this age may be higher). Because personal information is often broadly defined as any unique identifier that can be used to identify or track a unique user or over time, it's essential that mobile product developers take this in to account when developing apps that are directed to or are expected to attract a large audience of children. The U.S. Children's Online Privacy Protection Act (COPPA), for example, requires that collection of any persistent identifier used to track a user over time and over different sites and services requires parental consent. Consent processes under COPPA are often very onerous and not easily employed in the mobile space. Consequently, it is the responsibility of the app developer to ensure his or her app is obtaining parental consent or providing an experience that does not collect information which isn't solely necessary for operating the service. This means an application may need to forego the integration of technologies from behavioral advertising partners (although purely contextual ads may be allowed), analytics tools that track users over multiple applications or third-party plug-ins that collect more information than a unique ID.

Passing on customer data