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“Privacy in Mobile Apps”

Abstract:

Smartphones and mobile apps offer great convenience in our everyday life, but are also associated with a number of privacy issues. In this session, we will discuss the privacy risks raised in the mobile app environment and explain the current legal framework under EU data protection law.

In addition, we will describe the view of regulators based on the mobile app Guidance of Article 29 Working Party (February 2013) and the UK Information Commissioner’s Office (December 2013). We will also refer to the lessons learned from the WhatsApp investigation in the Netherlands (January 2013).

Some key issues to be examined include:

- Applicable law issue
- Privacy policies on mobile devices
- Consent requirements and choice practices
- Purpose limitation
- Privacy by design and by default
- Security measures
- Use of location data

Furthermore, we will discuss the challenges of the existing legal framework for mobile apps and how this may change under the proposed EU Data Protection Regulation, if adopted. Finally, we will describe the likely trends and opportunities for mobile apps and privacy.
