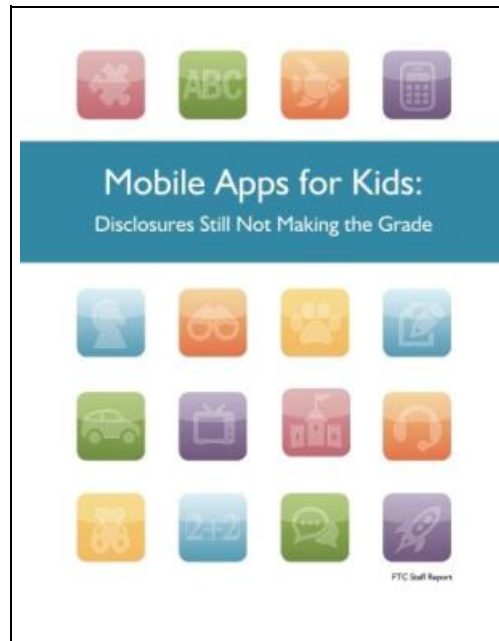


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MOBILE APPS FOR KIDS: DISCLOSURES STILL NOT MAKING THE GRADE



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Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.In February 2012, Federal Trade Commission (FTC) staff issued a report on a survey of mobile apps offered for children in Apple s App Store and Google s Android Market, the two largest U.S. app stores. The report, *Mobile Apps for Kids: Current Privacy Disclosures are Disappointing*, found that little or no information was available to parents about the privacy practices and interactive features of the mobile apps surveyed prior to download. As a result, the report called on all members of the kids app ecosystem - app stores, developers, and third parties that interact with the apps - to provide greater transparency about the data practices and interactive features of apps geared to children. The report stated that FTC staff would conduct a follow-up survey in six months to evaluate whether and how industry had addressed the concerns raised. FTC staff conducted its follow-up survey during the summer of 2012. Like the first survey, the new survey examined the disclosures that apps provided about their privacy practices and interactive features, such as links to social media. However, the new survey went a step further by testing the apps practices and comparing them to the disclosures made. Specifically, the new survey examined whether the apps included interactive features or shared kids information with third parties without disclosing these facts to parents. The answer: Yes, many apps included interactive features or shared kids information with third parties without disclosing these practices to parents.

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