## Using the Term "Mobile" in the Mobile App VTS

Below are illustrations to help explain the thinking behind the proposal to remove the term "mobile" from the Mobile App VTS. Each depicts a primary constituent's view of the user/device/platform/app stack.

The core of this proposal is that as we are working through issues we currently see in smartphones and tablets we should avoid potential sources of future confusion and discouraging broader adoption of responsible data practices. The beauty of the VTS being a voluntary code is that our focus on smartphone and tablet concerns covers most concerns for that space and, for other evolving app-based ecosystems, stakeholders can adopt the VTS where it makes sense and refrain where it doesn't.

"Mobile" is not a substantive term (nor is it defined) in the current draft of the App VTS. We can achieve our goal of "mobile transparency" and avoid confusion and discouraging broad adoption of responsible data practices without negatively affecting the implementation of the App VTS and should take that opportunity.

## 1. App Developer's View

This depiction is intended to show that Apps reach across platforms and devices and if an app developer decided to implement the Mobile App VTS, "mobile" is not a natural.

App Developer's View

Арр										
Platform1					Platform2			Platform3		
D1 (mobile)	D2 (mobile)	D3	D4 (mobile)	D5	D6 (mobile)	D7 (mobile)	D8	D9 (mobile)	D10	D11 (mobile)
User	User	User	User	User	User	User	User	User	User	User

## 2. Platform Provider's View

Similarly, platforms support many devices, including smartphones, tablets and other "non-mobile" devices. Again, "mobile" is not a distinction that is natural for platform providers and will become less so as app platforms become the default distribution mechanism (e.g. Windows 8).

Platform Provider's View

A1	A2	A3 /	A4 A	.5 A	.6 A7	7 A8	A9	A10	A11	A12		
Platform												
D1 (mobile)	D2 (mobile)	D3	D4 (mobile)	D5	D6 (mobile)	D7 (mobile)	D8	D9 (mobile)	D10	D11 (mobile)		
User	User	User	User	User	User	User	User	User	User	User		

## 3. Consumer's View

For consumers, education is a key component to improving privacy transparency. Consumers need a simple and consistent experience in learning about and downloading apps. We should not be trying to explain to consumers that their Windows 8 desktop running the same apps on the same OS gathering the same data as their Surface is somehow "different" because it isn't "mobile."

Consumer's View

