

Agenda

**U.S. Department of Commerce
National Telecommunications and Information Administration
February 21, 2013 Privacy Multistakeholder Meeting
Mobile Application Transparency**

1:00 p.m. – 5:00 p.m.

Boardroom, American Institute of Architects, 1735 New York Ave. NW, Washington, DC

Meeting Goals: Discuss Draft Code of Conduct, Identify Potential Barriers to Adoption

- 1:00 p.m. Welcome
- 1:10 p.m. Summary of changes between the 1/31/13 meeting and the [2/4/13 Discussion Draft](#)
- Tim Sparapani (Application Developers Alliance), et al. (10 minutes)
 - Facilitated Discussion of changes (20 minutes)
- 1:40 p.m. Facilitated Discussion – Issues Raised at the January 31, 2013 meeting or in stakeholder feedback concerning the [2/4/13 Discussion Draft \(Redline Version of 2/4/13 Discussion Draft\)](#):
- In Section II, should the code discuss support for multiple languages? (10 minutes)
 - In Section II(B), should the phrase “App Publisher or Other Apps” be changed to “Other Apps?” (10 minutes)
 - Should the code require that short form notices display all data categories enumerated in Sections II(A) and II(B), or only the data categories collected or shared by the app? (20 minutes)
 - In Section II, should the code require that words be used in a short form notice and prescribe the words to be used? (20 minutes)
- 2:45 p.m. Break
- 3:00 p.m. Facilitated Discussion – Issues Raised at the January 31, 2013 meeting or in stakeholder feedback concerning the 2/4/13 Discussion Draft (continued):
- Should the term “mobile” be removed from the draft, should the focus on “mobile” be reinforced, or should the current language be retained? (10 minutes)

- Should the language in Section I be revised? (20 minutes)
 - In Section I, should the language concerning “best practices” be retained, revised, or deleted?
 - Suggested revisions from the [Association for Competitive Technology](#)
 - Suggested revisions from [Venable, LLP](#)
- Should Section II(A) require the disclosure of data collected through direct user submissions? (10 minutes)
- Should Section II(B) require disclosure of all data that is shared, or only personally identifiable data that is shared? (10 minutes)
- In Section IV, should the phrase “where legally required” be retained, revised, or deleted? (10 minutes)
- How should long form notices be treated in the code? Is the current language in Section IV sufficient? (10 minutes)
- Should model short form notices be attached to the code as described in Section III? (10 minutes)
- Additional issues raised in stakeholder feedback (10 minutes)

4:30 p.m. Usability Testing Update

- Mark Blafkin (Executive Director, Innovators Network) (5 minutes)
- Facilitated Discussion (5 minutes)

4:40 p.m. Procedural Issues (next steps, proposed agenda items for March 14, 2013 meeting)

4:50 p.m. Farewell