

**Final Agenda (January 15, 2013)**

**U.S. Department of Commerce  
National Telecommunications and Information Administration  
January 17, 2013 Privacy Multistakeholder Meeting  
Mobile Application Transparency**

**1:00 p.m. – 5:00 p.m.**

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

**Meeting Goals: Discuss Draft Code of Conduct, Usability Testing, and Proposal Concerning Academics.**

1:00 p.m. Welcome

1:10 p.m. Facilitated Discussion – Issues Tabled or Raised at the December 17, 2012 meeting concerning the Application Developers Alliance, et al. Discussion Draft ([1/15/13 Discussion Draft](#); [Redline Version of 1/15/13 Discussion Draft](#)):

- Are revisions necessary to clarify the use of “shall,” “must,” and “should” throughout the document? (5 minutes)
- In Section II(B), should the term “other developers or networks” be revised, more precisely defined, or deleted? (5 minutes)
- How should Section IV be revised re: disclosure of “how consumers may request deletion of data collected by the app” if such deletion is available? (5 minutes)
- In Section II(A), should the term “stored images (such as files or images)” be revised and/or more precisely defined? (5 minutes)
- In Section II(A), should the term “financial information” be revised and/or more precisely defined? (5 minutes)
- In Section II(A), should the term “health, medical, or therapy information” be revised and/or more precisely defined? (5 minutes)
- Should Section II(A) include “age of user?” If so, should the term “age of user” be revised and/or more precisely defined? (5 minutes)
- Should Section II(A) require the disclosure of data collected through direct user submissions? (10 minutes)
- Should Section II(A) require the disclosure of data collection that is necessary for the app to function? (5 minutes)

- In Section II(B), should entity types be disclosed to consumers, or should the degree of third party sharing be disclosed instead? *E.g.* “no third party sharing,” “sharing directly with third parties but no further disclosure,” or “sharing directly with third parties plus further disclosure by those third parties to others.” (10 minutes)
- In Section II(B), should the list of entity types be revised to reduce overlap between entities, *e.g.* “affiliated businesses” and “content publishers?” (5 minutes)
- In Section II(B), should short form notices include disclosure of third-party data sharing with “affiliated businesses?” If so, should the term “affiliated businesses” be revised and/or more precisely defined? (10 minutes)
- In Section II(B), should short form notices include disclosure that an app shares data with “data brokers?” If so, should the term “data brokers” be revised and/or more precisely defined? (10 minutes)

2:40 p.m. Break

3:00 p.m. Facilitated Discussion – Issues Tabled or Raised at the December 17, 2012 meeting concerning the Application Developers Alliance, et al. Discussion Draft (continued):

- Should short form notice be required? (10 minutes)
- How should long form notices be treated in the code? Is the current language in Section IV sufficient? (10 minutes)
- Is the language in Section I best treated as part of a code of conduct or as a separate “principles document?” (5 minutes)

3:25 p.m. Review of Issues Resolved by Consensus at the December 17, 2012 meeting:

- Remove the term “persistent identifiers” from Section II(A) (short form notice).
- Remove the term “time of data collection” from Section II(A) (short form notice).
- Remove the term “patterns of app usage” from Section II(A) (short form notice).
- Agree that Section IV requires disclosure of “how consumers may request deletion of data collected by the app” if such deletion is available.

3:35 p.m. Proposed Plan for Usability Testing

- Mark Blafkin (Executive Director, Innovators Network) (presentation to be distributed at or immediately prior to meeting) (15 minutes)
- Facilitated Discussion (30 minutes)

4:20 p.m. Procedural Issues (role of academics, next steps, proposed agenda items for January 31, 2013 meeting)

4:50 p.m. Farewell