

## Agenda

**U.S. Department of Commerce  
National Telecommunications and Information Administration  
March 14, 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,  
Develop Next Steps for Usability Testing**

- 1:00 p.m. Welcome
- 1:10 p.m. Summary of changes between the February 21, 2013 meeting and the [March 12, 2013 Draft](#).
- Tim Sparapani (Application Developers Alliance), Pam Dixon (World Privacy Forum), et al. (10 minutes)
  - Facilitated discussion of changes (20 minutes)
- 1:40 p.m. Facilitated Discussion – Issues Tabled at the February 21, 2013 meeting or arising from the [March 12, 2013 Draft](#):
- In Sections II and III, how can support for multiple languages be best characterized as recommended, as opposed to required? (10 minutes)
  - Should the phrase “App Publisher or Other Apps” be moved from Section II(B) to Section II? Should the phrase be changed from “App Publisher or Other Apps” to “Other Apps?” (10 minutes)
  - Should the applicability of the code of conduct to “mobile” applications, and the potential applicability of the code to other (*i.e.* non-mobile) applications, be discussed in Section I? If so, how? (10 minutes)
  - Should the final bullet in Section I, which discusses the sufficiency of a short form notice, be revised? (10 minutes)
  - Should the code be revised to replace “consumer” with “user?” (10 minutes)
  - Should the code be revised to ensure that “you” refers to app developers and/or providers, except for the use of “you” in Section II(A) and Section II(B)’s parentheticals ? (10 minutes)
- 2:45 p.m. Break

- 3:00 p.m. Facilitated Discussion – Issues Tabled at the February 21, 2013 meeting or arising from the [March 12, 2013 Draft](#) (continued):
- Should the code prescribe where and when short form notices are made accessible to users? If so, how? (20 minutes)
  - Additional issues (20 minutes)
- 3:40 p.m. Facilitated Discussion re: Usability Testing (goal: establish concrete next steps)
- Formative v. Summative Testing (10 minutes)
  - Top Level-Principles: (10 minutes)
    - To what extent does the proposed short notice communicate to users what data the app collects and with whom the app will share data?
    - To what extent does the proposed short notice have unintended consequences?
    - Others
  - Usability testing of language (10 minutes)
  - Usability testing of approaches (*e.g.* display all data elements v. display only data elements that are collected and/or shared) (10 minutes)
  - Usability testing of systems (*e.g.* [draft short notice screens](#) and [privacy dashboard](#) ) (10 minutes)
- 4:40 p.m. Procedural Issues (next steps, proposed agenda items for April 4, 2013 meeting)
- 4:50 p.m. Farewell