

Agenda

**U.S. Department of Commerce
National Telecommunications and Information Administration
June 11, 2013 Privacy Multistakeholder Meeting
Mobile Application Transparency**

1:00 p.m. – 5:00 p.m.

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

Meeting Goals: Discuss Draft Code of Conduct and Resolve Outstanding Issues

1:00 p.m. Welcome

- John Verdi (10 minutes)
- [Outstanding Issues List](#) (Updated June 10, 2013)

1:10 p.m. Summary of changes between the May 23, 2013 meeting and the June 11, 2013 meeting. (Revised Draft Code of Conduct to be circulated before the June 11, 2013 meeting)

- Tim Sparapani (Application Developers Alliance), Pam Dixon (World Privacy Forum), et al. (10 minutes)

1:20 p.m. Facilitated Discussion – Outstanding Issues:

- In Sections I and IV, should the code: 1) require ready access to an app’s long-form privacy policy; 2) require ready access to a long-form privacy policy “where legally required;” or 3) not require an app to have a long-form privacy policy? (Outstanding Issue #3) (10 minutes)
- Alternative revision in [DMA/ESA/NetChoice redline](#)
- Should the code permit apps to substitute alternative words for the bold terms (*e.g.* “friends” instead of “contacts”)? (Outstanding Issue #2.D) (20 minutes)
- Alternative revision in [DMA/ESA/NetChoice redline](#)
- Should Section III.E be revised to clarify whether: 1) the parenthetical text must be presented beside the bold terms; or 2) whether the bold terms may be presented in a list, with the parenthetical text readily accessible to consumers? (Outstanding Issue #2.C) (5 minutes)
- Should the code require that all data categories listed in Sections II.A and II.B be displayed in the short-form notice, or should the code permit apps to display only the data categories that are collected/shared by the app? (Outstanding Issue #1) (20 minutes)

- In Section II.A, should the language regarding data that is “actively submitted by a user through an open field” be revised? (Outstanding Issue #10) (10 minutes)
- In Section II.C(a), does “maintain, improve, or analyze the functioning of the app” allow for product development and usage reporting without triggering the disclosure requirements of II.A or II.B? (5 minutes)
- Should the title of the code be revised to indicate that the code is primarily focused on short-form privacy notices? (Outstanding Issue #3.D) (5 minutes)

2:45 p.m. Break

3:00 p.m. Facilitated Discussion – Outstanding Issues (continued):

- In Section II, should the language regarding de-identification be revised? (Outstanding Issue #4) (10 minutes)
- Should Section II.C be revised to include exceptions for content personalization, contextual advertising, or fulfilling requests of users? (Outstanding Issue #14) (10 minutes)
 - Alternative revision in [DMA/ESA/NetChoice redline](#)
- Should the code be revised to require disclosure of data sharing under Section II.B only when the data categories specified in Section II.A are shared? (Outstanding Issue #18) (10 minutes)
- In Section II.B, should the code be revised to clarify to users how the Section II.A categories and II.B categories are (or are not) linked? (Outstanding Issue #18.A) (10 minutes)
- How should data disclosures to business affiliates be treated in the code, specifically in light of the language in Section II.B and Section IV? (Outstanding Issue #6) (10 minutes)
- Should the term “business affiliate” be defined in the code? (Outstanding Issue #6.A) (5 minutes)
- Should the code of conduct include provisions concerning just-in-time-notices? (Outstanding Issue #5) (10 minutes)
- Should the code permit just-in-time notices to substitute for disclosures in the short notice? (Outstanding Issue #5.A) (10 minutes)
- Should the code include a provision stating that the code does not apply to the extent that companies’ data collection or sharing practices are regulated

by existing laws (*e.g.* COPPA, Gramm-Leach Bliley, HIPAA)?
(Outstanding Issue #7.A) (10 minutes)

- Should the code be revised to establish a process for updating the code in the future? (Outstanding Issue #30) (20 minutes)

4:45 p.m. Procedural Issues (next steps)

4:50 p.m. Farewell