

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	A5	A6	A7	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

A1	A2	A3	A4	A1	A2	A4	A5	A1	A4	A6	A7
Platform1				Platform1				Platform2			
D1 (mobile)				D2				D3 (mobile)			
User											