NTIA - transparency of specific behaviors

- Maintain intermediary protections
  - Prioritizing key elements: Not overload consumers with too much info.
  - Needs specificity - clear guidance to companies
  - Technology neutrality
  - Platform agnostic

- Clarity on who is being transparent + identify players

- Clear statement of privacy rights

- Wide adoptions - avoid exceptions

- Sliding scale for notice

- Notice can happen outside of app

- Consumer experience

- Transparency to policy makers
- Transparency to advocates

= how to make actionable in global environment
- Disclosure of risk
- Prior to install notice
- Functional description of data use
- What data outside of app functionality (e.g. contact list)
- Tracking other uses of device
- Dashboard for data uses
- Understand economics of data use
- Why data is collected
- How to be effective on mobile device
- Standardized definitions of mobile permissions + APIs
- Preload / Install / real time
- look at platforms + Ad networks
- App must have Privacy policy
- Where info given
- Need other elements of FIPPs
- Need to establish dialogue
- Capture all elements
- Mobile market data ecosystem
- Size of privacy policy
  - Simple language
  - Answers
- Security
- Device appropriate
- Transparency alone has value
Just in time notification
- Short script/iconography
- Just in time re: location
- Notice in context
- Icons
  - Avoid unmitigable competitiveness
  - Consistent with existing law
  - Shared devices
  - Individual control
  - Law enforcement angle
- Careful about what might be prohibited
- Not too granular - seek broad-based principles
- Flexibility
- Safeguards for teens
  - Understandable to teens/kids
  - For sites aimed at/knowledge of TK

- Tools for data transparency
- Benefits of data
  - Types
  - Uses
  - Choices
  - Placement
- Gather info on practices
  - Broader view of contemporary practices
  - Understandable by all
  - Concise
**NTIA - Identify common practices in use today**

- Common consumer friendly vocabulary

**Need to define mobile App**

- Transparency at App level
- Accountability / enforceable
- Independent verification (of consumer understanding)
- Standardization

- Machine readable disclosure (actionable disclosure)
- Categorization of data
- Categorization of practices
- Include all users
- Put consumers first
- Think like a developer
- Consistency across apps

- Teachable

- Broader education + awareness raising
- Small # of topics ⇒ multiple drafts
  40/25/1/4 2/2/1/0

- Involves App developers
  50/20/1/0 5/4/0/0

- Working groups ⇒ focus on
  70/30/1/2 3/4/0/0 sub issues

- List serv - mailing list

- Multiple list servs

- Regular calls with IRC chat
  0/9/25/40

- Full transparency
  40/6/10/4 2/3/1/0 0/6/3/2

- Archive
  2/6/10/30 1/4/1/0

- Look at common/current practices
  8/5/2/0 1/1/6/0

- Open process
  0/5/0/35 1/0/1/5

- Closed process
  0/3/4/20 2/6/0/0

- Hybrid open/closed process
- Workshop re data collection
- Fact gathering method
  6/4/20 11/3/11
- Legislative output/process
  20/7/20 3/1/21
- Parity for consumer groups
  25/10/12 3/3/0/0
- Decentralized process
- Pull in prior written comments
  8/45/20/3 03/1/6
- Adobe connect or other tech tools to facilitate discussions
  4/16/20/6 2/13/6
- Factual research by staff
  1/6/3/30 01/0/3/6
- ANSI procedures
  25/8/12/10 8/3/1/6
- FTC involvement
- Hold events across country 12/8/15/22
  35/8/2/0 4/4/1/0
  65/2/1/0 4/3/0/0 12/15/12/3 3/3/0/0
- Notice of Materials in advance
- Balance of load for small participants
  18/5/0/0 5/6/0/0
- NO Numerical Voting - other tools for consensus
  10/10/12/4 2/2/1/0
- Need for senior level input
  15/30/10/0 2/2/0/0
- NTIA Representative involvement
  30/15/5/10 1/2/0/0
- Focus on end of process
  40/23/0/1 5/1/0/0
- Identify problem set
- NTIA suggested timetable
  1/1/1/5/0 2/0/2/0
- NTIA provided room
  12/10/7/3 3/0/1/0
- Focus
- Outline of potential solution areas