



Mobile App Certification – Questionnaire

General

- App Name
- App Version
- App Purpose
- Revenue Sources / Business Model

Notice

- Does the app have a Short Notice?
- Does the app have a Privacy Statement?
- Does app send push notices?
- Which in-app settings are defaulted to “On”?

Data Collection

- What Information is collected from User?
- What Information is collected from the Device?
- How is such information collected?
- How is such information used?
- How long is each piece of information retained?

Third Parties

- Which third-parties receive information collected from the app?
- Which pieces of information are shared with each third party?
- What user choice / opt-out is available for each third party?

Third Parties (continued)

- Which permissions is the third party app requesting?
- Are third party SDKs implemented directly in the app? If so, what is their purpose?
- Is the third party SDK “embedded,” and does it collect information from the user’s device without the knowledge of the first party app? If so, what type of device information is collected?
- Does collection by the third party app extend to info stored on the device (contacts, etc.) as opposed to just device info (e.g. Identifiers, device type, OS version, carrier)? Does the app collect data usage volume info?

Sensitive Data

- Is any sensitive information being collected?
 - ✓ Childrens Data (COPPA compliance)
 - ✓ Financial
 - ✓ Geo-location
 - ✓ Medical/Health
- If sensitive information is being collected, is it being encrypted in transit?

User Access

- Is the user able to update / correct / access / delete their information?