

## 4 Legal Considerations for Building a Mobile App

[Alysa Z. Hutnik](#)

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The article, "[4 Legal Considerations for Building a Mobile App](#)," explores the mobile app business and provides practical considerations for app developers (or for those partnering with app developers) to keep in mind to help reduce legal risk in this area. Businesses and marketers who want to avoid predictable legal scrutiny from regulators, private litigants, and consumer advocates can reduce their risks now by adhering to traditional best practices around advertising and privacy. This resource is a handy checklist to start with.

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