

DataGuidance Quotes Partner Gonzalo E. Mon on FTC 'Mobile Apps for Kids' Report

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Partner Gonzalo E. Mon was quoted in the *DataGuidance* article, "FTC Recommends Children's Apps Disclose Privacy Practices." The article discusses the Federal Trade Commission's report, "Mobile Apps for Kids: Current Privacy Disclosures are Disappointing," which addresses the lack of information provided by app stores as to what data is being collected from children and how it is then being shared and accessed.

Mr. Mon commented, "'The report recommends that all members of the 'kids app ecosystem' should play an active role in providing key information to parents and that app developers should provide information about their privacy practices in simple and short disclosures."

Mr. Mon also noted that "It's too early to tell when the FTC will finalize the COPPA Rule or the Dot Com Disclosures, but it's certain that both of those documents will have an impact on how companies address privacy issues in the mobile space. While the changes to the COPPA rule will only impact the collection of personal information from children under 13, the changes to the Dot Com Disclosures will likely impact all participants in the mobile space."