

DataGuidance Quotes Partner Gonzalo E. Mon on New Privacy Guidelines for Mobile App Developers

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Partner Gonzalo E. Mon was quoted in the *DataGuidance* article, "MMA Releases Privacy Guidelines for Mobile App Developers." The article discusses the recent release of the Mobile Marketing Association's (MMA) Mobile Application Privacy Policy. This policy, the first guidelines specifically addressing mobile privacy, recommends a set of core privacy principles and consumer-friendly language for developers to consider adopting and lists the ways to inform users on how data is obtained. The MMA does, however, stress that these guidelines are merely a starting point and should not be considered sufficient to cover all types of applications.

Mr. Mon commented, "Although it may be tempting to simply copy the MMA policy, what a company includes in its privacy policy must be tailored to the types of information the company collects and what the company does with that information."