

Join Us on May 16 for the Webinar, "Mobile Applications: Privacy and Data Security Considerations"

May 6, 2011

Do you know what kind of data your smartphone apps are collecting?

Understanding the flow of data, how it is shared, and whether your apps collect sensitive information such as mobile payments or location-based data is critical to avoiding regulatory scrutiny and litigation risks.

Join Kelley Drye on May 16 from 12 noon – 1:00pm EST for a webinar exploring this uncharted legal territory, "[Mobile Applications: Privacy and Data Security Considerations](#)." Topics of discussion will include:

- The mobile ecosystem, including data flows and parties involved.
- Privacy and security considerations, including unintended data uses.
- Current issues in the legal landscape, including media coverage; inquiries and actions from Congress, the FTC, and FCC; litigation risks; and industry activity.
- Emerging "rules for the road" for developing and marketing mobile apps.

Our speakers will address the privacy and information security questions that are top of mind for anyone involved in developing, marketing, selling, or serving mobile apps.

Kelley Drye Speakers:

[John J. Heitmann](#)

Partner, Telecommunications and Privacy & Information Security Practices

[Dana B. Rosenfeld](#)

Chair, Privacy & Information Security Practice and Partner, Advertising & Marketing Practice

[Alysa Z. Hutnik](#)

Partner, Privacy & Information Security and Advertising & Marketing Practices

This webinar is free of charge, but space is limited. To reserve your place today, please e-mail dcevents@kelleydrye.com or contact Alexandra Meaza at 202.945.6674.