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	Autore	Brasiello, Teucro
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2.	Record Nr.	UNINA9910155058103321
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Nota di contenuto

Mobile Privacy Disclosures: Building Trust Through Transparency / FTC staff report -- Marketing Your Mobile App: Get it Right From the Start / Federal Trade Commission -- Mobile App Developers: Start with Security / Federal Trade Commission, Bureau of Consumer Protection -- Protecting Personal Information: A Guide For Business / Federal Trade Commission -- Joint Statement of Jon Leibowitz, Chairman, FTC; Maureen Ohlhausen, Commissioner, FTC; and Cameron Kerry, General Counsel, Department of Commerce. Hearing on "The Need for Privacy Protections: Perspectives from the Administration and the Federal Trade Commission."

Sommario/riassunto

The Federal Trade Commission (FTC) has worked on privacy issues for more than forty years, and in 2000 began considering the privacy implications raised by consumers' growing use of mobile devices. More recently, the FTC hosted a mobile privacy panel discussion that focused on transparency. With so many players collecting and using consumer data, who should provide privacy information to consumers? Given the limited screen space of mobile devices, how can this information be conveyed? This book explores and offers suggestions for the major participants in the mobile ecosystem as they work to improve mobile privacy disclosures.