

KAMALA D. HARRIS
Attorney General

State of California
DEPARTMENT OF JUSTICE



455 Golden Gate Avenue
San Francisco, CA 94102

Telephone: (415) 703-1008

August 14, 2013

The Honorable Lawrence E. Strickling
Assistant Secretary for Communications and Information
Administrator, National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Ave., NW
Washington, D.C. 20230

Dear Mr. Strickling:

On behalf of the California Attorney General's office, we want to commend you and the National Telecommunications and Information Administration for your work in facilitating the multistakeholder group that developed the Code of Conduct on Mobile Application Transparency. Given the increasing importance of mobile devices and mobile apps in the daily lives of Americans, we think it is fitting that you chose mobile app transparency for this early step towards making a Consumer Privacy Bill of Rights a reality.

Respect for privacy is essential to a free society. Given the proliferation of mobile technology, this office has been working to strengthen privacy practices in the mobile ecosystem. In February 2012, we signed a Joint Statement of Principles with the world's leading operators of mobile application platforms, which has resulted in consumers being able to review an app's privacy policy in the app store before downloading the app. In January 2013, we published *Privacy on the Go: Recommendations for the Mobile Ecosystem*, which provides best practice recommendations for app developers and others in the ecosystem.

We are pleased to note that the Code of Conduct on Mobile Application Transparency is consistent with several of the recommendations in our *Privacy on the Go*. The data elements of the Code's short form notice are very similar to those of the short privacy statement that we recommend as one way to improve transparency into mobile app privacy practices.

Particularly if it is widely adopted, the Code of Conduct to Promote Transparency in Mobile App Practices represents a positive step in consumer privacy, one that can make critical information more easily available to consumers. It is also a practical demonstration that industry

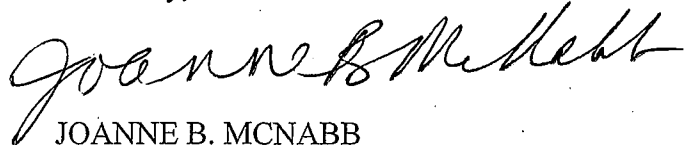
The Honorable Lawrence E. Strickling

August 14, 2013

Page 2

and consumer advocates working together can reach common ground on this vital issue of the information age. We look forward to continuing the discussion of how to best protect consumer privacy and to building on the progress you collectively have made on this important issue.

Sincerely,



JOANNE B. MCNABB

Director of Privacy Education and Policy



JEFFREY RABKIN

Special Assistant Attorney General for Technology