



STATE OF CALIFORNIA  
OFFICE OF THE ATTORNEY GENERAL

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ATTORNEY GENERAL

February 22, 2012

This Joint Statement of Principles ("Joint Statement") is adopted by Attorney General of California Kamala D. Harris and Amazon.com Inc., Apple Inc., Google Inc., Hewlett-Packard Company, Microsoft Corporation, and Research In Motion Limited (collectively, "the Mobile Apps Market Companies," and together with the Attorney General, "the Participants"). This Joint Statement is the result of a collaborative effort by the Participants to increase consumer privacy protections in the mobile marketplace. The Attorney General and the Mobile Apps Market Companies have worked cooperatively to develop and implement principles to increase awareness among application developers about their obligations to respect consumer privacy and to promote transparency in privacy practices. By collaborating, the Participants have agreed to creative and forward-looking solutions that give consumers greater transparency and control over their personal data without unduly burdening innovative mobile platforms and application developers. This Joint Statement is not intended to impose legally binding obligations on the Participants or affect existing obligations under law.

It is the opinion of the Attorney General that the California Online Privacy Protection Act requires mobile applications that collect personal data from California consumers to conspicuously post a privacy policy. As the chief law enforcement officer of California, the Attorney General will work to ensure that mobile applications comply with California law. The Attorney General has worked with the Mobile Apps Market Companies to develop the following principles that will foster innovation in privacy protection, promote transparency in privacy practices, and facilitate compliance with privacy laws in the mobile arena.

THEREFORE, the Participants set forth the following principles:

1. Where applicable law so requires, an application ("app") that collects personal data from a user must conspicuously post a privacy policy or other statement describing the app's privacy practices that provides clear and complete information regarding how personal data is collected, used and shared.
2. In an effort to promote greater transparency and to increase developer awareness of privacy issues, the Mobile Apps Market Companies will include, in the application submission process for new or updated apps, either (a) an optional data field for a hyperlink to the app's privacy policy or a statement describing the app's privacy practices or (b) an optional data field for the text of the app's privacy policy or a statement describing the app's privacy

practices. For developers who choose to submit a hyperlink or text in the available data field, the Mobile Apps Market Companies will enable access for the users to the hyperlink or text from the mobile application store.

3. The Mobile Apps Market Companies have, or will implement a means for users to report to the Mobile Platform Companies apps that do not comply with applicable terms of service and/or laws.
4. The Mobile Apps Market Companies have or will implement a process for responding to reported instances of non-compliance with applicable terms of service and/or laws. Any action that a Mobile Apps Market Company takes with respect to such an application will not limit law enforcement or any other regulator's right to pursue an action against a developer for alleged violation of applicable law.
5. The Mobile Apps Market Companies will continue to work with the California Attorney General to develop best practices for mobile privacy in general and model mobile privacy policies in particular. Within six months the Participants will convene to evaluate privacy in the mobile space, including the utility of education programs regarding mobile privacy.



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Attorney General of California

**AMAZON.COM**

**APPLE INC.**

**GOOGLE INC.**

**HEWLETT-PACKARD COMPANY**

**MICROSOFT**

**RESEARCH IN MOTION**