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INFORMATION &
PRIVACY COMMISSIONER
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News Release

**NEWS RELEASE
For Immediate Release**

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**App marketplaces should make links to privacy policies mandatory, says
Commissioner**

VICTORIA— App marketplaces should require mobile app developers to post links to privacy policies prior to download if they're going to collect personal information, B.C. Privacy Commissioner Elizabeth Denham said today.

Commissioner Denham was one of 23 privacy authorities who raised the issue in an [open letter](#) today to seven app marketplaces, including Google Play and the Apple App Store.

“The 2014 Privacy Sweep conducted by the Global Privacy Enforcement Network alerted our Office to the fact that an overwhelming majority of apps that collect personal information fail to provide an up-front privacy policy to users. As the demand for mobile technologies continues to grow, it is important for app developers to let users know what personal information is being collected and why,” said Denham.

Having privacy information prior to download is critical as it allows individuals to decide whether they are comfortable with the collection, use and disclosure of their personal information before the app is on their device.

“Without this information, it's difficult for individuals to provide meaningful consent. This is where app marketplace operators can step in to make sure the apps offered in their stores are transparent with their privacy practices,” said Denham.

The joint letter follows [the mobile app privacy sweep](#) last spring by GPEN that found many popular mobile apps were seeking access to large amounts of personal information without adequately explaining how that information would be used.

Sweep partners examined 1,211 mobile apps and found that 85 per cent of them failed to clearly explain how they would collect, use and disclose personal information.

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