



Mobile and Privacy



GSMA: the global trade association for the mobile industry

The GSMA represents the interests of mobile operators worldwide. Our purpose is to unite the global mobile industry, by extending industry reach, enhancing its value and driving its development. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, internet companies, and media and entertainment organisations. The GSMA's membership represents more than five billion connections.

The GSMA has a pivotal role to play in the development of public policy relating to the mobile industry and its customers. Our public policy team proactively leads the policy

debate, representing the mobile industry to governments and regulators, and delivering a regulatory environment that maximises development opportunities for mobile operators and long-term benefit for mobile users.

Mobile and privacy

The convergence of the mobile and web industries, combined with the growth of smartphones and innovative applications and services, is bringing significant benefits to consumers and society.

These welcomed developments are also reshaping the online privacy landscape, leading to new privacy challenges across the mobile ecosystem.

Traditional approaches to online privacy are often based on compliance with a patchwork of national and local laws where they exist. However, new mobile applications, services and data flows are increasingly global, and geo-graphically-bound data privacy laws seem unable to keep pace.

Mobile users are increasingly seeking the consistent treatment of their privacy, irrespective of the technologies, business models and data flows involved, and are looking for ways to help them manage their privacy. A key

challenge for industry is to find mobile-friendly contextual ways to help users make informed decisions about their information and privacy. Another key challenge is to ensure user privacy is respected and protected by those designing and building new services and applications.

The GSMA is working to address these challenges, coordinated through the GSMA Mobile Privacy Initiative.

Mobile Privacy Principles

In considering the privacy challenges in the mobile sector, the GSMA has been working with its members and engaging with representatives from across the ecosystem including device manufacturers, operating system vendors, application developers, and social networking and internet companies.

In January 2011, the GSMA published a set of universal Mobile Privacy Principles that describe the way in which mobile consumers' privacy could be respected and protected when consumers use mobile applications and services that access, use or collect their personal information.

Privacy Design Guidelines for Mobile Application Development

In collaboration with representatives from the mobile ecosystem, the GSMA also published a discussion document in April 2011, outlining a set of Privacy Design Guidelines for Mobile Application Development. The guidelines seek to articulate the privacy principles in functional terms, to help harmonise user interactions, controls and notices across devices, applications and platforms. The consistent functional treatment of user privacy will lead to greater user awareness and familiarity with ways to manage privacy online.

The GSMA welcomes further collaboration and comments from across the mobile ecosystem and the broader ICT industry.

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