

Publications

Regulators' Scrutiny and Guidance for Mobile Apps

Related Services

Technology Transactions

Related Industries

Retail and Consumer Products

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Benita Kahn, a partner in the Vorys Columbus office and chair of the technology and intellectual property group, and Eric Whisler, an associate in the Vorys Columbus office and member of the technology and intellectual property group, authored an article for *STORES* Magazine titled "Regulators' Scrutiny and Guidance for Mobile Apps." In the article, the authors state that the increase in consumers' use of smartphones and tablets has caught the attention of regulators.

The article states:

"The Federal Trade Commission issued reports on mobile privacy and mobile payments, both of which provide information for companies considering development of a mobile app.

Additionally, the California Attorney General has entered into an agreement with mobile app platforms (such as the Apple App Store and Google Play) to require that privacy policies are made available both prior to downloading a mobile app and on the mobile app. The California Attorney General has also issued recommendations to mobile app developers regarding how to comply with the California Online Privacy Protection Act. Finally, members of Congress have held hearings, requested a Government Accountability Office report regarding mobile device location data and have proposed legislation to regulate the collection, use and sharing of mobile location information."

To read the entire article, visit the *STORES* Magazine [website](#).