

Developing a Mobile App for Good?

Privacy and ethics points to discuss with your developers



Treat other people's data as you would your own

If this were your data, how would you want it treated? Ensure you only collect data you'd be comfortable sharing yourself.

Collect the data you need to make the app run... AND the data you need to change the world.

An app can run on minimum data but can it have a wide and lasting impact? Collect enough data for your app to be deeply relevant to many, and in preparation for its future growth.



Don't steal code!

Are you using any third party code? Do it right; do it ethically. Read and abide by the Terms of Service for any APIs and software you're integrating into your app or service.

First do no harm

Does your app deal with vulnerable populations or sensitive topics? Get savvy on financial, health and youth privacy. Yes, it's a slog, and it's important.

Financial Privacy
<http://hope.ly/1FLAS3V>

Health Privacy
<http://hope.ly/1FLAFOb>
<http://hope.ly/1FLAIcM>

Youth Privacy
<http://hope.ly/1pOlwXs>



Be agile and iterative

How do you know your data is still relevant as your project progresses? This is not a one-shot deal. Make regular review dates to ensure it still serves your intended purposes. If not, be flexible and agile enough to tweak the data or its collection so it does.

Be transparent with your user community

They won't care until they have to. And when they have to, you'll need to justify what you do with their data. Have a clear privacy policy and occasionally remind your users of what data you're collecting and why.



More Resources

ACLU Privacy and Free Speech Primer for Businesses
<https://www.aclunc.org/publications/privacy-and-free-speech-primer-businesses-2013-edition>

Developing a Mobile App? Follow these 12 tips for protecting and securing user data
<http://www.sba.gov/community/blogs/developing-mobile-app-follow-these-12-tips-protecting-and-securing-user-data>

GSMA Mobile and Privacy: Privacy Design Guidelines for Mobile App Development
<http://www.gsma.com/publicpolicy/privacy-design-guidelines-for-mobile-application-development>

Privacy on the Go, a report from the California Attorney General
http://oag.ca.gov/sites/all/files/agweb/pdfs/privacy/privacy_on_the_go.pdf

Best Practices for Privacy and Security: Android
<http://developer.android.com/training/best-security.html>

Security and Privacy in Android Apps
<https://developers.google.com/events/io/2012/sessions/gooio2012/107/>

iOS Developer Cheat Sheet
https://www.owasp.org/index.php/IOS_Developer_Cheat_Sheet

iOS Apple Tech Talk: Privacy and Security
<https://developer.apple.com/tech-talks/videos/#7>

