

# Consumers and Their Phones: Legal Risks for Companies

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*Pokémon GO* brought augmented reality—and related privacy concerns—to the forefront in 2016. More companies will likely join the augmented reality arena in 2017, and as they do, they would be well served to keep in mind the fact that regulators are concerned. Providing assistance is the Digital Advertising Alliance's mobile privacy guidelines. That document provides guidance around how to give consumers clear and conspicuous about, *inter alia*, the collection of precise location data.

**TIP: Companies engaging with consumers on their cell phones in 2017 should keep in mind the legal requirements and risks. Read more [here](#).**

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## Related Locations

Chicago

## Related Topics

Consumer Privacy

## Related Capabilities

Privacy & Data Security

## Related Regions

North America

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