

What Is Mobile Privacy Law?

Mobile Privacy Law

Mobile privacy law is a complex legal area involving consumers, the Federal Trade Commission (FTC), cell phone service providers, and the government. Since cell phone service providers have access to phone records, they are required to keep this information private in most cases, though federal agencies can access device records with a subpoena. Phone providers can only share mobile tracking location information to third parties for 911 emergency calls, unless device owners have consented to sharing this data. Consumers must contact their mobile device service providers directly to determine how their information is shared. These providers commonly offer mobile privacy policies and allow their customers to opt out of sharing their data. Mobile device manufacturers also offer device settings to limit tracking.

Mobile phones are covered by the Telephone Consumer Protection Act (TCPA) of 1991, which limits the use of automatic dialing systems. Customers must grant signed written permission for marketing text messages or autodialed phone calls to be sent to their mobile phones. In regard to mobile app privacy, the FTC has issued guidance on privacy and security best practices for health-related apps.

Related Capabilities

Privacy & Data Security

Technology, Media & Telecommunications