

FTC offers privacy guidelines for mobile industry

February 3 2013

The Federal Trade Commission is offering recommendations for companies in the expanding mobile industry like Amazon.com and Apple Inc. on how to protect users' privacy.

In report published Friday, the FTC outlines guidelines that include advising companies to get people's consent before using technology to track shoppers' locations, consider offering a "do not track" mechanism for smart phone users; and developing icons that show the transmission of user data.

The guidelines come amid an explosive growth of mobile phones. Consumers are taking advantage of the devices to find the nearest restaurant, check weather reports or connect with friends. But people are increasingly concerned about their privacy as companies aim to use the personal data collected on the phones to better market to them.

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