

### MOBILE APPLICATIONS, SOCIAL MEDIA ADVERTISING AND THE INTERNET OF THINGS:

#### *What's Your Appetite for Risk?*

1. When developing a mobile application, consider the need for proprietary data protection through an NDA and clear contract with the application developer.
2. Ensure the mobile application complies with app. store requirements, has as robust EULA and terms and conditions of use.
3. Consider how and when the application is going to gather customer data and what type of data will be gathered; understand what jurisdictions this will occur in.
4. Understand FTC regulations and guidance and other federal statutes on data privacy, and ensure the application's privacy policy meets these requirements.
5. States are now developing their own privacy laws which businesses must be aware of. International deployment of mobile applications involves other risks.

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