

Measuring Apps' Privacy-Friendliness

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Abstract Mobile apps personal data access potential has been under scrutiny due to various privacy implications. Available access control mechanisms neither put constraint on access frequency, nor offer monitoring properties to allow the user to comprehend the magnitude of personal data access. Such circumstances can create privacy risks, erode intervenability, and lead to opaque handling of personal information for the data subject.

In this talk, we argue that app behavior analysis yields information which has the potential to increase transparency, to enhance privacy protection, to raise awareness regarding consequences of data disclosure, and to assist the user in informed decision making while selecting apps or services. We also discuss models and methods to conduct app-behavior analysis, results from longitudinal app-monitoring studies, and means to communicate privacy risks to the user in both ex-ante and ex-post scenarios.