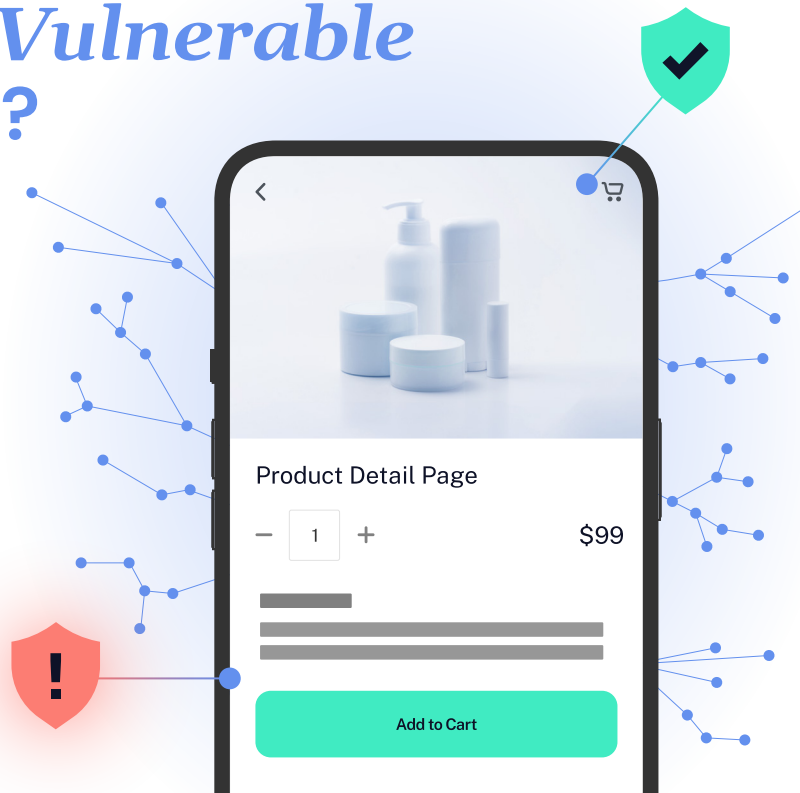


# Is Your Mobile App *Vulnerable* to Privacy Lawsuits?

Mobile apps make privacy violations easier than ever. For example, if a consumer opts out on your website, state laws (CA and CT) put the burden on you to apply that decision to your mobile app, too. To stay safe, companies must proactively check to see that data collection is turned off in your app for users who opt out on web. Because if your third-party tracking technologies aren't complying, you have a problem.

Only Vault JS can tell you for sure if the data you're collecting aligns with both your customers' instructions and the law.



## Your App Should Make You Millions Without Risking Millions



Amazon is now the defendant in a **multimillion-dollar lawsuit** for collecting sensitive personal data through third-party apps.

### **Violations**

WA MHMD/CPA, ECPA, CFAA



Allstate's SDK (software development kit) for third-party apps allowed it to harvest and exfiltrate geolocation and other data, which it used and sold to other auto insurers. Texas is suing for more than **\$1 million**, or **\$7,500** per TDPSA violation.

### **Violation**

TDPSA



Game publisher Tilting Point Media used their popular mobile app game *SpongeBob: Krusty Cook-Off* to collect and share children's data without parental consent. Settled for **\$500,000**.

### **Violations**

CCPA (CA), COPPA (US)



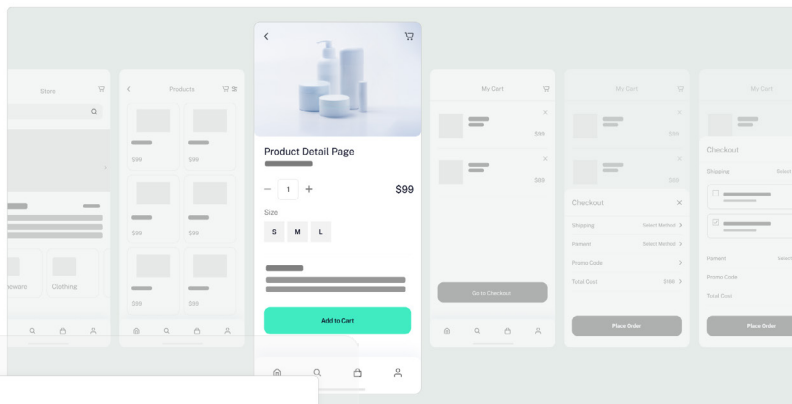
DoorDash settled a combination of website and mobile app violations with the state of California for selling personal information to marketing co-ops without informing consumers or providing an opportunity to opt out. Settled for **\$375,000**.

### **Violations**

CCPA, CalOPPA

# How Vault JS Protects Your Customers and Business

## Screens



## All Request Details

Timestamp	HTTP	Request URL	Vendor
11/20/2024 3:14:29:671 AM UTC	POST	https://api.apptentive.com/conversations/673d45965a72f061f5c4d60f/events	
11/20/2024 3:14:29:672 AM UTC	GET	https://sdk.split.io/api/mySegments/-7614493292342981472	
11/20/2024 3:14:29:674 AM UTC	GET	https://graph.facebook.com/v16.0/app/mobile_sdk_gk?access_token=103...	
11/20/2024 3:14:29:760 AM UTC	GET	https://ota.phraseapp.com/fe09213249406164972175aebc183858/6-9QkQ...	



### ***Following User Paths to Ensure Compliance***

As users interact with your app, Vault JS ensures that your forms and vendors collecting data conform to all privacy laws and regulations.



### ***Protection from Geolocation Data Collection Risk***

Vault JS will test if your vendors track geolocation data without your knowledge. Customers and regulators have acted against companies selling movement and location data to insurers or third parties, yet many apps collect it whenever a phone is on.



### ***Vault JS Knows What Your Online Tracking Tech Tracks***

Only Vault JS gives you a complete picture of everything your OTT collects. We capture all HTTP traffic, non-HTTP data collection, vendors who see your data, and the SDK methods used.



### ***Respect Your Customers' Consent Decisions***

Vault JS uses different privacy settings to interact with your app and observe everything cited here. This lets us see whenever there is a discrepancy between your customers' settings and the data you're collecting.