



## **Flurry Privacy First Initiative Frequently Asked Questions**

### **1. *Why launch the Privacy First Initiative (PFI)?***

At Flurry, we believe that analytics and targeting should never come at the expense of consumer privacy. The company seeks to share everything it does with consumers, affording them control over data collected as well as how that data is used. Flurry believes that adopting a “white hat” approach is the right thing to do and that consumers welcome services that provide them transparency and control.

PFI itself comes after months of consultations with key Flurry customers and partners, as well as reviewing privacy standards in similar industries. The company also evaluated the proposed bill for online privacy authored by Congressmen Rick Boucher and Cliff Stearns.

### **2. *Why launch PFI now?***

After merging with Pinch Media, Flurry became the largest analytics provider for mobile applications, with its SDK integrated across tens of thousands of applications. With a larger market position, we felt a responsibility to influence developer behavior with respect to consumer privacy. In addition, the proposed bill by Congressmen Rick Boucher and Cliff Stearns, although still in draft form, served as a compelling event to launch PFI.

### **3. *Is PFI a Flurry-only or industry-wide initiative?***

PFI is a Flurry-only initiative. Although the company has over 28,000 companies who have integrated Flurry into more than 40,000 applications across iPhone, Android, BlackBerry and J2ME, Flurry is still a small company with limited resources to devote to an industry-wide initiative. The company hopes that an industry-wide initiative develops and would gladly contribute to and support such an effort.

### **4. *What existing industry standards did Flurry consider while conceiving PFI?***

While Flurry studied existing [IAB initiatives](#) for guidance on its thinking, we also recognize that consumers view their mobile devices as far more “personal” and that the location of the consumer can be detected. As such, we felt that mobile data collection warranted its own unique approach. Additionally, we studied the [MMA code of conduct](#), incorporating its thoughts into the development of PFI.

### **5. *Does PFI impact Flurry Analytics customers today?***

No. We will be releasing a new SDK and guidelines for Flurry Analytics usage that complies with PFI. While users of that SDK would have to comply with PFI, it should not add complexity to integrating analytics into applications.



**6. Does PFI impact Flurry AppCircle customers today?**

No. AppCircle does not use any user-based targeting today. Rather, the AppCircle uses application-level targeting which does not impact consumer privacy. However, we do have plans to add user-based targeting to the AppCircle recommendation engine, and this will comply with PFI.

**7. Is PFI for iPhone applications only?**

No. PFI applies to all platforms Flurry supports including iPhone, iPad, Android, BlackBerry and Java. However, we are starting PSI with iPhone OS.

**8. Does PFI apply to Personally Identifiable Information?**

Flurry, as stated in its privacy policy, doesn't collect any PII. PFI applies to all application usage data collected by Flurry.

**9. Does PFI reduce performance of Flurry AppCircle or other planned services?**

No. In fact we firmly believe that transparency and "white hat" practices increases the level of trust between consumers and service providers, thereby increasing the level of engagement between the consumer and the service.

**10. When will PFI features and guidelines be available?**

Summer 2010.