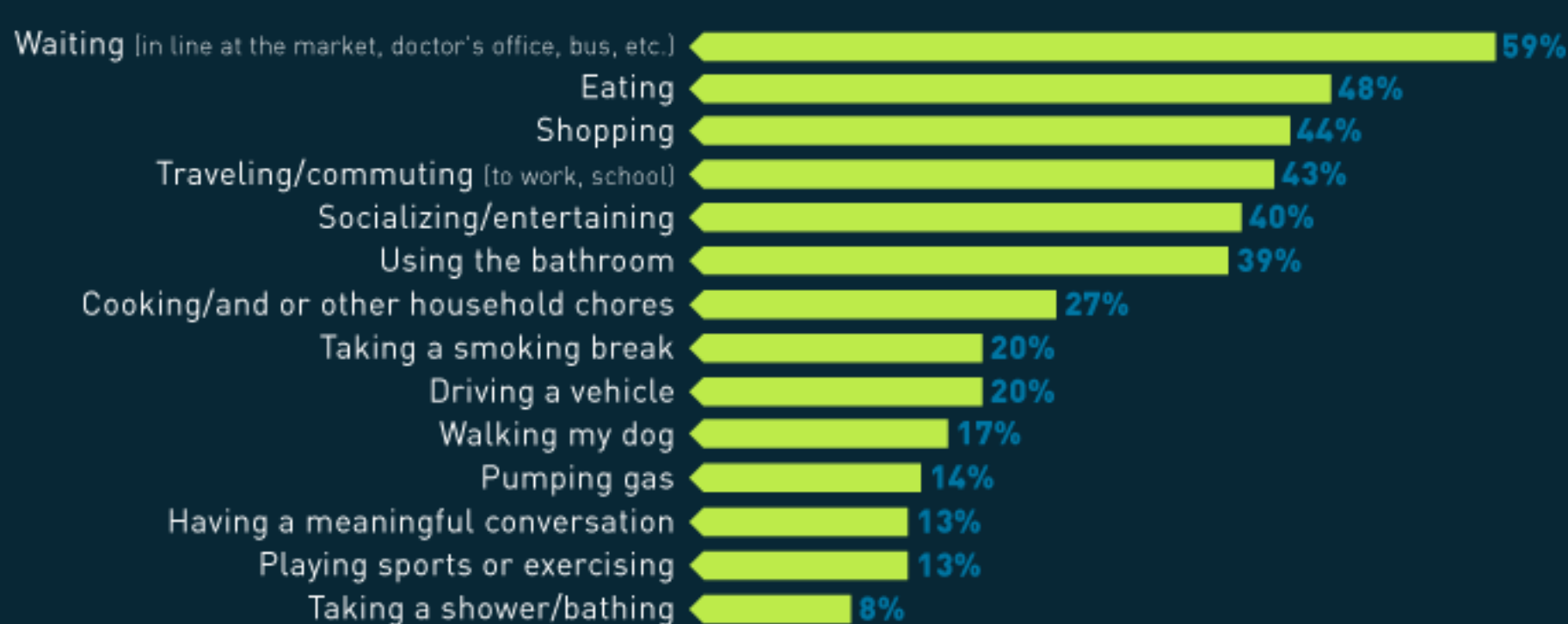


DO YOU CARE ABOUT PRIVACY

ON YOUR PHONE?

SMARTPHONES ARE BEING USED FOR JUST ABOUT EVERYTHING

Activities conducted while using Internet on smartphone:



DID YOU KNOW?

36% of smartphone users say they are willing to exchange chocolate for Internet usage on their mobile phone?

Additionally, 43% would sacrifice drinking beer and 20% are willing to give up cable TV.

SMARTPHONES KNOW MORE ABOUT YOU THAN YOU THINK

Today, smartphones have the ability to know your:



Location



Contact info



Text messages



Pictures



Who your friends are



Where you like to eat

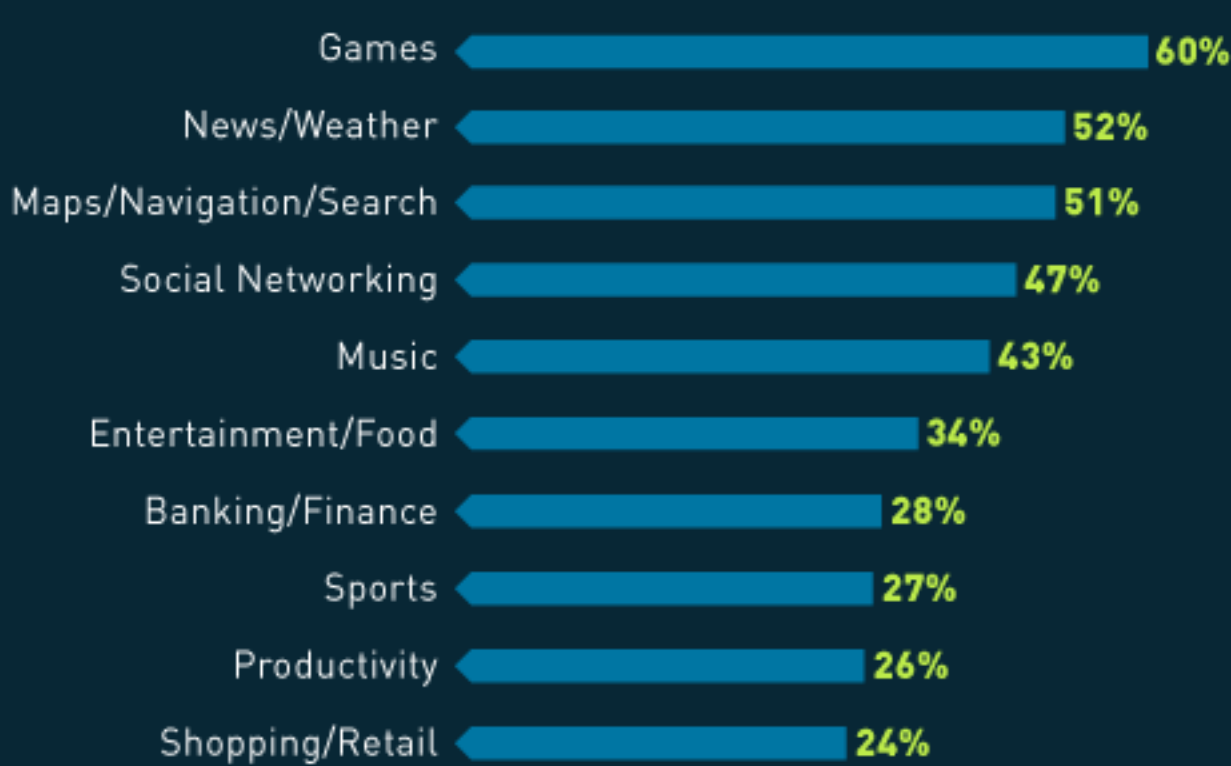


What games you like to play



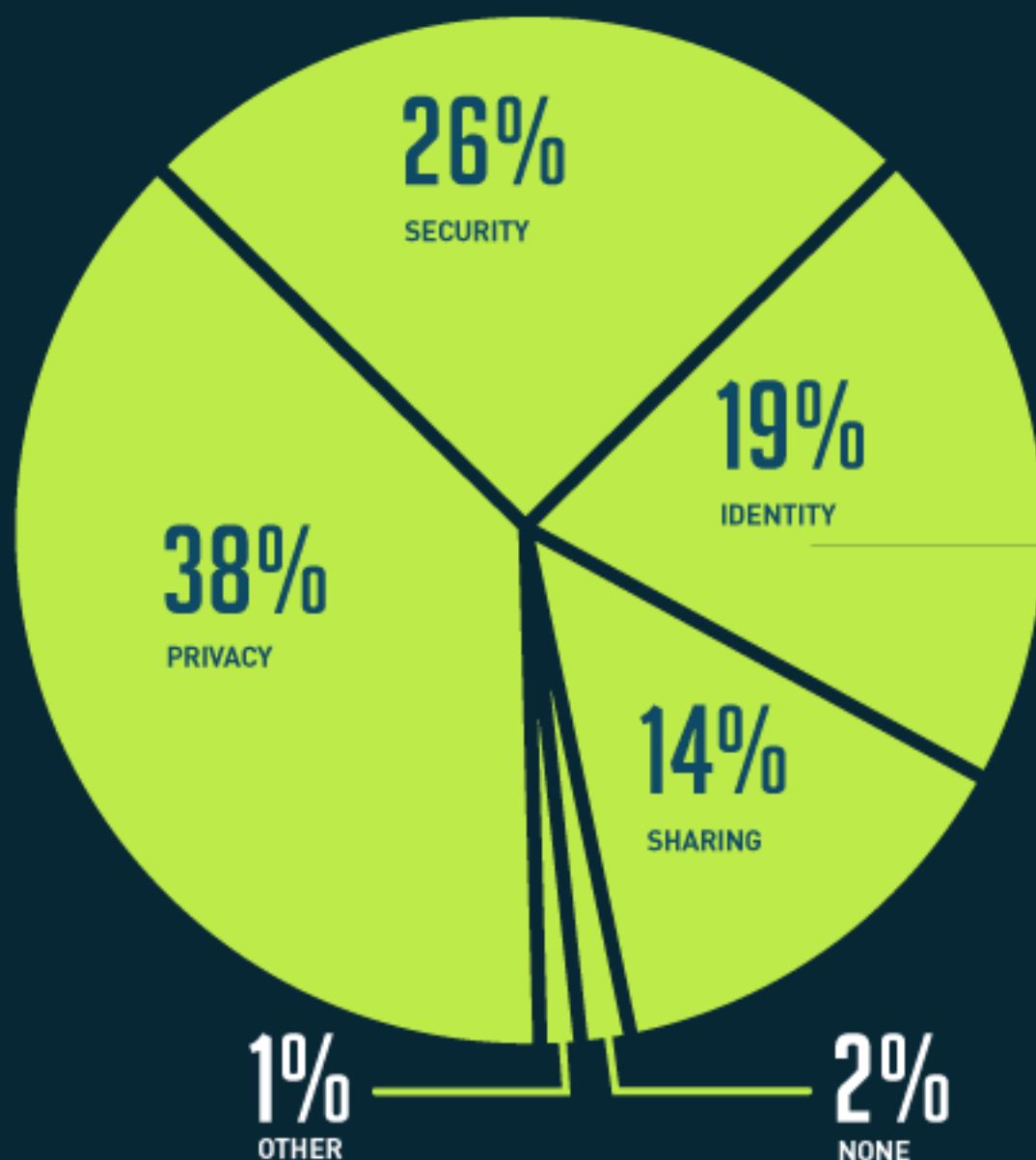
Visited websites

Top 10 most popular types of mobile apps downloaded and used*:



*Percent of Nielsen mobile app downloaders who have used each category of apps in the past month (prior to the survey)

Top concern when using mobile apps:



Since smartphones are being used for an endless number of activities, it is clear that users can't go long without their devices; this gives them significant reason to consider their online privacy.

97% of smartphone users agree that privacy is a top concern on the mobile phone, as is knowing what type of information is collected and the ability to control what is shared.

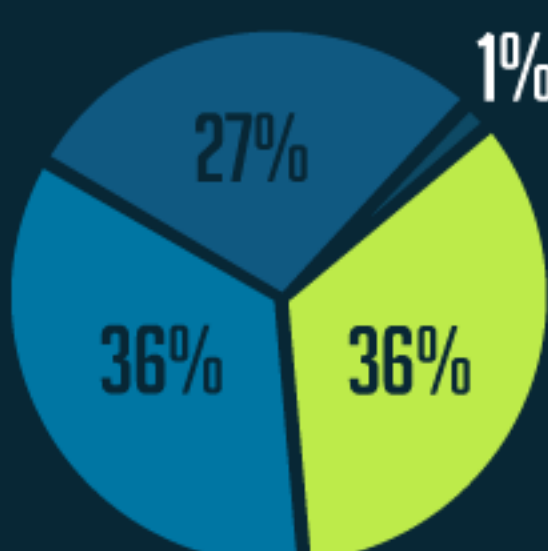
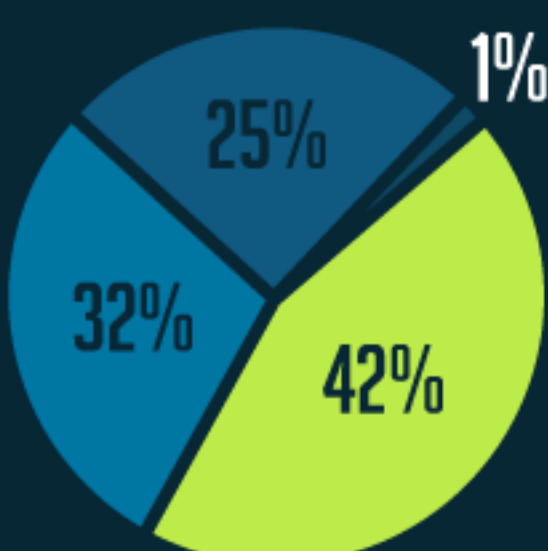
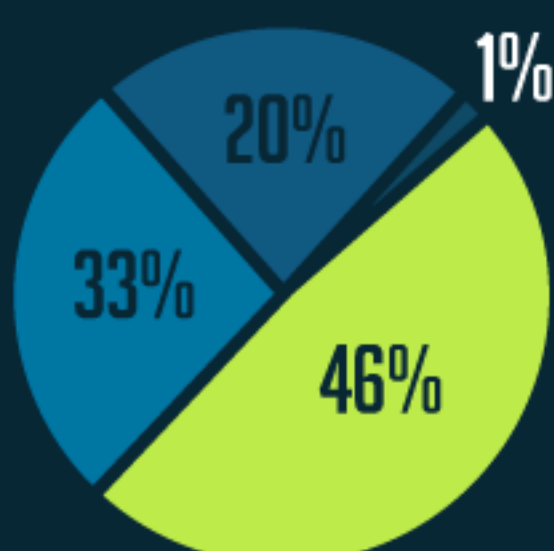
HOW IMPORTANT ARE THE FOLLOWING TO YOU?

- Not very important
- Important
- Very important
- Extremely important

Your privacy when using a mobile device is...

Knowing what type of information is being collected and to have access to that information is...

Having easy access to controls regarding the sharing of your personal information inside a mobile app is...



99% of people think privacy is important, but only 52% of smartphone users have read the privacy policy of a mobile application

WHICH SMARTPHONES DO MOBILE USERS FEEL SAFEST WITH?

Only 25% of smartphone users agree that their mobile app store only makes available apps that safeguard their privacy. This is true with the following smartphones used by consumers:



Only 35% of smartphone users feel confident that most mobile apps protect the privacy of their information.

42% of smartphone users neither agree nor disagree that mobile apps protect the privacy of their information.

Most trusted mobile payments provider**:

**The proportion of consumers that would trust a mobile payments service from this type of provider

Financial institutions brand category has the most trust, consideration and preference among consumers.



8 SIMPLE PRIVACY TIPS TO PUT YOUR MIND AT EASE

Here are a few simple things you can do to protect your privacy:



Always create unique passwords.



Set a strong password and frequently change it.



Update your phone and third party application software.



Look for signs of trust and read reviews and ratings of applications before purchase.



Be careful clicking on links within emails, SMS or social networking sites that ask for your personal information.



Only enter your account or credit card information on a site that begins with "https://" or has the lock symbol.



Take a minute to read the application's privacy policy.



Take note of pop-up notices/alerts.