



**FOR IMMEDIATE RELEASE**  
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**Contact:** Ashley Durkin-Rixey  
[arixey@actonline.org](mailto:arixey@actonline.org)  
(202) 420-7488

**Facebook Unfairly Blames App Developers for Its Own Mishandling of Consumer Data**

**(WASHINGTON, DC) February 22, 2019-** Today, ACT | The App Association released a statement from president Morgan Reed regarding comments made by Facebook in response to a *Wall Street Journal* investigation into smartphone apps sharing sensitive user information with the platform:

“This is not the first time Facebook has attempted to scapegoat app developers for its misuse of personal data to benefit their own analytics and advertising platforms. The investigation by *Wall Street Journal* and a similar one from *The New York Times* late last year both point to Facebook exceeding limits of their own data sharing agreements with business partners to further their own advertising revenue. Our members value their relationship with consumers and take the trust users place in their products and services very seriously.”

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**About the App Association:** ACT | The App Association represents more than 5,000 app makers and connected device companies in the mobile economy. Organization members leverage the connectivity of smart devices to create innovative solutions that make our lives better. ACT | The App Association is the leading industry resource on market strategy, regulated industries, privacy, and security.