**FOR IMMEDIATE RELEASE**

September 25, 2018

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**ACT | App Association Statement on NTIA Request for Comment on Consumer Data Privacy**

**WASHINGTON, DC**- Today, ACT | The App Association released the following statement regarding the National Telecommunications and Information Association's (NTIA) official [Request for Comment on consumer data privacy:](https://www.ntia.doc.gov/press-release/2018/ntia-seeks-comment-new-approach-consumer-data-privacy)

“The National Telecommunications and Information Administration (NTIA) takes a thoughtful approach in its privacy principles, appropriately recognizing that desired outcomes are not always reached most effectively through regulation. We are especially pleased that these principles recommend that Congress adopt a single, national framework that is driven by consumer experiences and designed to prevent concrete harms.

“We join in the broad consensus that consumers should have access to their own data and be empowered to control of the information about them in the stream of commerce. Privacy in the digital age depends on the ability for consumers and companies to define expectations and trust through an ongoing dialogue that evolves over time and across contexts. A federal framework must foster these capabilities to grow the $950 billion app economy and the 4.7 million jobs it supports. We welcome the opportunity to offer our own suggestions on behalf of over 5,000 small to mid-sized connected device and mobile software innovators whose success depends on a flexible approach to privacy with strong enforcement.”

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ACT | The App Association represents app developers worldwide, advocating for an environment that inspires and rewards innovation while providing resources to help its members leverage their intellectual assets to raise capital, create jobs, and continue innovating.