

This is the most recent iteration on purposes, which appear in the policy manager.

Structure is:

Short purpose name (with action words)

More detailed description here

[permissions]

For Displaying Advertisement

To deliver ads to your interests.

[fine location, coarse location]

For Monitoring Health

To track and analyze your health habits

[body sensors, fine/coarse location, record audio, read contacts, read/write calendar]

For Connecting with other people

To connect with or find other users

[read/write contacts, read phone, camera and SMS]

For Conducting Research

To gather data for research studies or experiments

[could be any permission]

For Playing Games

To implement in-game features

[read/write external storage, fine/coarse location, camera, record audio, read/write contacts, read phone state, read call log]

For Backing-up to Cloud Service

To back up or save important data to a remote service

[read sms, read contacts, read external storage]

For Navigating to Destination

To provide directions or guidance on how to travel somewhere

[fine/coarse location]

For Searching Nearby Places

To search for businesses or events near you

[fine/coarse location]

For Delivering Local Weather

To give weather reports for your immediate area

[fine/coarse location]

Commented [1]: How about rename to "Maps and Navigation" ?

Commented [2]: This would introduce an inconsistency in our naming scheme, since all purposes begin with a verb.

For Adding Location to Photo

To tag photos with your location (geotagging)
[fine/coarse location, camera]

Commented [3]: If the phrase "geotagging" has been confusing people, do we want to add it even as a parenthesis?

For Securing Device

To secure your device from unwanted persons
[read sms, read contacts, camera, record audio]

For Messaging or Calling People

To communicate with other individuals
[read/write sms, read contacts, call phone, read call log, read phone state, record audio, process outgoing calls, add voicemail]

For Notifying Emergency Services

To contact emergency services
[fine/coarse location, send sms, read contacts, call phone]

Commented [4]: Note that my changes doesn't capture the close contacts situation

For Analyzing User Information

To analyze your demographics and behaviors
[read phone state, fine/coarse location]
*AppsFlyer uses IMEI (hardware ID) presumably to tie app usage information to a unique device. Flurry uses location to provide demographics data.

For Running Other Features

To run some basic or undetermined app feature.
[any permission]