

**Apps Alliance and Intuit Announce Open Source Code for Mobile App Privacy Notifications**  
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*Privacy Notices Will Easily Inform Consumers About App Data Collection and Use*

Apps Alliance member Intuit today announced that it will provide developers with open source software code to implement at-a-glance mobile app privacy notices. The code will allow app developers to comply with the Mobile App Privacy Voluntary Code of Conduct developed through last year's U.S. government-hosted [multistakeholder talks on mobile app privacy](#). The code enables developers to incorporate "privacy screens," or simple notifications of what data the app is collecting and with whom it is shared.

"We're developing an open-source code for a standard mobile short-form privacy notice because we believe that now is the time for Intuit, and other companies, to take a more proactive role in letting users of mobile applications know what data is collected about them and who it is shared with," said Barb Lawler, Intuit chief privacy officer. "Our partnership with the Application Developers Alliance ensures that their 30,000+ developer members will have free access to the code, making it easy for small developers to insert the notice in their applications, and fostering broader adoption of this code of conduct throughout industry."

"Intuit's open source code will help app developers provide short-form privacy notices to their users. The at-a-glance notices will empower consumers to make informed app choices, making clear what information the app is collecting and how it is being used," said Jon Potter, Alliance President. "We thank Intuit for working with the Alliance and consumer advocates to provide this privacy solution to app developers."

Intuit is currently developing and testing the code, which will then become available on DevsBuild.it, the Apps Alliance resource center for developers, the Intuit Partner Platform, and GitHub. Developers interested in the open source code can find FAQs and sign up to be notified when it is available at <http://devsbuild.it/privacynotices>.

**About the Application Developers Alliance**

The [Application Developers Alliance](#) is an industry association dedicated to meeting the unique needs of application developers as creators, innovators, and entrepreneurs. Alliance members include more than 30,000 individual developers and more than 175 companies in the apps ecosystem.

**About Intuit**

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include QuickBooks®, Quicken® and TurboTax®, which make it easier to manage small businesses and payroll processing, personal finance, and tax preparation and filing. Mint.com provides a fresh, easy and intelligent way for people to manage their money, while Demandforce® offers marketing and communication tools for small businesses. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.2 billion in its fiscal year 2013. The company has approximately 8,000 employees with major offices in the United, Canada, the United Kingdom, India and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

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