
Updating App Privacy Details for the App Store

- **Product:** campusM
 - **Operating system:** iOS - App Store Listings
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Overview:

As part of Apple's policy to improve Privacy and clarity around how user's data is utilized by apps on the App Store. To this end, the App Store has been updated to include a Privacy statement informing end users of how their data is used by the app before they download. This has been put into operation on the 8th December 2020 and future app submissions **MUST** include updated privacy information.

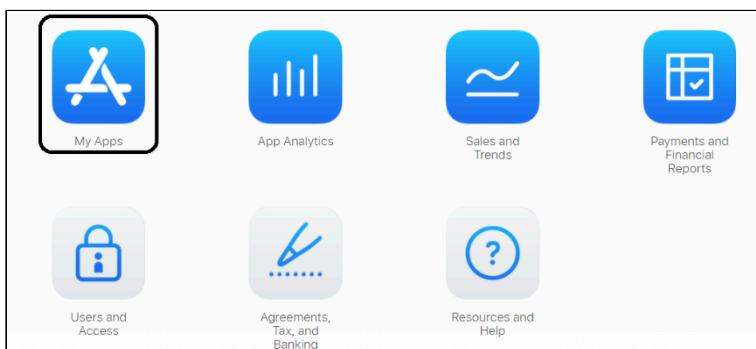
Apple have provided summary information and detailed instructions on how to complete the new Privacy requirements:

- Announcement: <https://developer.apple.com/news/?id=vlj9jty9>
- Overview: <https://developer.apple.com/app-store/app-privacy-details/>
- Detailed guidance on how to complete this section: <https://help.apple.com/app-store-connect/#/dev1b4647c5b>

However, we have compiled this short Knowledge Article to provide specific guidance when completing this Privacy Section for your campusM App.

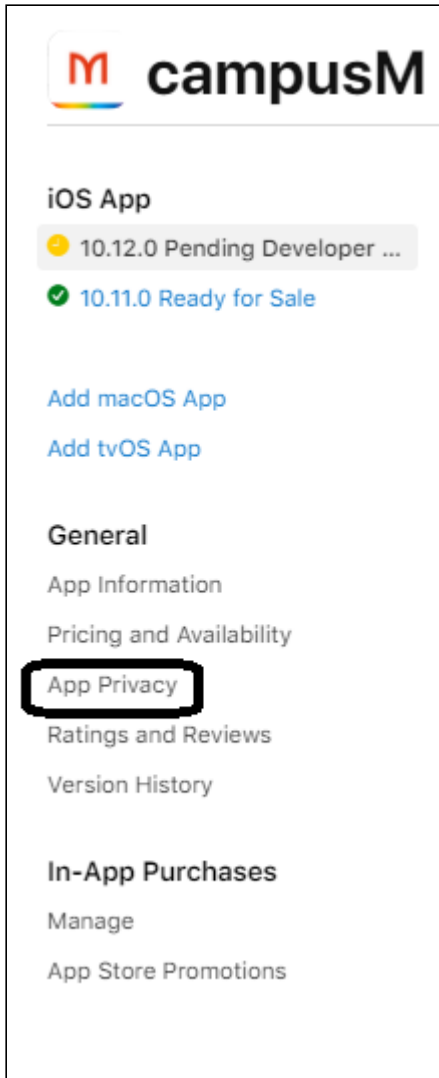
Instruction's

1. Log in to Appstore Connect here: <https://appstoreconnect.apple.com/>
2. Click on the "My Apps" tile:

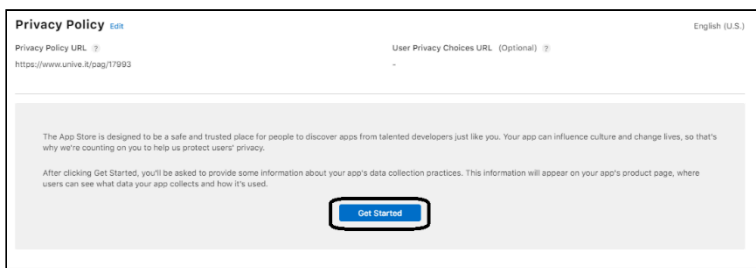


3. Click on your campusM app from the available apps.

4. Once the app page loads, on the left panel you will see the new "App Privacy" section. Click on this to view the Privacy information:



5. If this is the first time you are completing the App Privacy information, then you will see the screen below prompting you to complete the required information. Clicking on "Get Started" to complete the Privacy questionnaire:



6. You are presented with the first qualifying question: **Do you or your third-party partners collect data from this app?** Answer **'Yes, we collect data from this app'** to proceed to the data collection questionnaire in full.

Data Collection

Thanks for helping users understand your app's privacy practices. Remember that you're responsible for any third-party code that is added to your app, so if your third-party partners collect data from your app, you must represent that in your responses.

- "Collect" refers to transmitting data off the device in a way that allows you and/or your third-party partners to access it for a period longer than necessary to service the transmitted request in real time.
- "Third-party partners" include analytics tools, advertising networks, third-party SDKs, or other external vendors whose code you have added to the app.

You can [view the full list of questions](#) at any time.

Do you or your third-party partners collect data from this app?

- Yes, we collect data from this app
- No, we do not collect data from this app

Cancel

Next

7. The form you need to fill in defines the data types that are collected by the app. This is relatively lightweight for campusM:

Data Collection

Next, select all of the data that you or your third-party partners collect from this app. If your app is currently available on the App Store, make sure your responses reflect the data collected only from that app version.

Data types that meet all of the following criteria are optional to disclose:

- The data is not used for tracking purposes (meaning the data is not linked with other third-party data about the user or device for advertising or advertising measurement, or shared with a data broker). For more detail, see [App privacy details on the App Store](#).
- The data is not used for Third-Party Advertising, your Advertising or Marketing purposes, or for Other Purposes, as those terms are defined in [App privacy details on the App Store](#).
- Collection of the data occurs only in infrequent cases that are not part of your app's primary functionality, and which are optional for the user.
- As part of the interface in your app where the user provides the data to be collected, such data must be transparent to the user at the time of collection, the user's name or account name must be prominently displayed in the submission form alongside the other data elements being submitted, and the user must affirmatively choose each time to provide the data for collection.

If the data type collected by your app meets some, but not all, of the above criteria, it must be disclosed in your privacy section.

Contact Info

- Name**
Including first or last name
- Email Address**
Including but not limited to a hashed email address
- Phone Number**
Including but not limited to a hashed phone number
- Physical Address**
Such as a home address, physical address, or mailing address
- Other User Contact Info**
Home or physical address



Please use the table below to guide your data type selection:

Data Heading and types	Usage
Contact Info	
Name	This is used to enable personalization of the app and is usually provided by your Identity Provider.

Data Heading and types	Usage
Email Address	This is the primary identifier for the user within the apps data structure
Location	
Precise Location	Check this box if you are deploying campusM Attendance and are using Geolocation Validation.
Coarse Location	This is used to enable the campusM Map functionality or AEK geolocation services
Identifiers	
Device ID	This is used to enable app notifications to be sent to end users
Usage Data	
Product Interactions	This data is captured as part of Insight Analytics. You only need to check this box if you are using the Insight API to extract individual end user transactions
Diagnostics	
Crash Data	This is used to enhance the products resiliency and help our support teams with root cause analysis

8. Once you have checked the boxes for the data items above, click Save and you will be presented with the details screen to refine the privacy information against the selected data types:

App Privacy Publish

App Store Connect Limited Availability: Dec 23-27
 Make sure your apps are up to date and ready for the holidays. New apps and app updates will not be accepted December 23-27 (Pacific Time), so any releases should be scheduled, submitted, and approved in advance. Other App Store Connect features will remain available.

Privacy Policy English (U.K.)

To make changes to the privacy policy, create a new app version. All other changes will be immediately available on the App Store.

Privacy Policy URL ? User Privacy Choices URL (Optional) ?
<https://www.exlibrisgroup.com/privacy-policy/> -

Data Types Edit

7 data types collected from this app: Name, Email Address, Precise Location, Coarse Location, Device ID, Product Interaction, Crash Data

Contact info

Name ?

Set Up Name

Email Address ?

Set Up Email Address

Location

Precise Location ?

Set Up Precise Location

Coarse Location ?

Set Up Coarse Location

Identifiers

Device ID ?

Set Up Device ID

Usage Data

Product Interaction ?

Set Up Product Interaction

9. You now need to go through the data items shown and complete the more detailed questions. Let's take the 'Name' Data Type as an example. Click on the 'Set Up Name' label and you will be prompted with the following question:

i Name ?

Indicate how names collected from this app are being used by you or your third-party partners (select all that apply):

- Third-Party Advertising**
Such as displaying third-party ads in your app, or sharing data with entities who display third-party ads
- Developer's Advertising or Marketing**
Such as displaying first-party ads in your app, sending marketing communications directly to your users, or sharing data with entities who will display your ads
- Analytics**
Using data to evaluate user behavior, including to understand the effectiveness of existing product features, plan new features, or measure audience size or characteristics
- Product Personalization**
Customizing what the user sees, such as a list of recommended products, posts, or suggestions
- App Functionality**
Such as to authenticate the user, enable features, prevent fraud, implement security measures, ensure server up-time, minimize app crashes, improve scalability and performance, or perform customer support
- Other Purposes**
Any other purpose not listed

[Cancel](#) [Next](#)

Check the 'App Functionality' box and click Next to view the next question:

i Name ?

Next, indicate if the data collected from this app is linked to the user's identity (via their account, device, or details).

Data collected from an app is usually linked to the user's identity via these means, unless specific privacy protections are put in place before collection to de-identify or anonymize it, such as:

- Stripping data of any direct identifiers, such as e-mail address or name, before collection.
- Manipulating data to break the linkage and prevent re-linkage to real-world identities.
- Additionally, in order for data not to be linked to a particular user's identity, you must avoid certain activities after collection:
 - You must not attempt to link the data back to the user's identity.
 - You must not tie the data to other datasets that enable it to be linked to the user's identity.

Note: "Personal Information" and "Personal Data", as defined under relevant privacy laws, are considered linked to the user.

Are the names collected from this app linked to the user's identity?

Yes, names collected from this app are linked to the user's identity

No, names collected from this app are not linked to the user's identity

[Back](#) [Cancel](#) [Next](#)

Check the 'Yes, names collected from this app are linked to the user's identity' radio button and you will see further information to support answering the final question:

i Name ?

Finally, indicate if names will be used for tracking purposes.

Do you or your third-party partners use names for tracking purposes?

Yes, we use names for tracking purposes

No, we do not use names for tracking purposes

[Definitions and Examples](#)

[Back](#) [Cancel](#) [Save](#)

Check the 'No, we do not use name for tracking purposes' radio button and click Save

10. Click on and complete the questions for the remaining Data Types using the table below to guide your answer selection:

Data Type	Question 1 Response	Question 2 Response	Question 3 Response
Name	Check the 'App Functionality'	Check the ' Yes , names collected from this app are linked to the user's identity' radio button	' No , we do not use name for tracking purposes' radio button
Email Address	Check the 'App Functionality'	Check the ' Yes , email addresses collected from this app are linked to the user's identity' radio button	' No , we do not use email addresses for tracking purposes' radio button
Precise Location (for campusM Attendance)	Check the 'App Functionality'	Check the ' Yes , precise location data collected from this app are linked to the user's identity' radio button	' No , we do not use precise location data for tracking purposes' radio button
Coarse Location	Check the 'App Functionality'	Check the ' No , coarse location data collected from this app is not linked to the user's identity' radio button	' No , we do not use coarse location data for tracking purposes' radio button
Device ID	Check the 'App Functionality'	Check the ' Yes , device IDs collected from this app are linked to the user's identity' radio button	' No , we do not use device IDs for tracking purposes' radio button
Usage Data (if using Insight Analytics API)	Check the 'Analytics'	Check the ' Yes , product interaction data collected from this app are linked to the user's identity' radio button	' No , we do not use product interaction data for tracking purposes' radio button
Crash Data	Check the 'App Functionality'	Check the ' No , crash data collected from this app is not linked to the user's identity' radio button	' No , we do not use crash data for tracking purposes' radio button

11. Once you have completed all of the data types, click the Publish button at the top right hand side of the App Privacy screen to make the data visible to App Store users.

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- **Article last edited:** 16-Dec-2020