

A Fait Accompli? An Empirical Study into the Absence of Consent to Third-Party Tracking in Android Apps



Hi! I'm your Google Assistant.

So, how can I help?

Google will you ever stop tracking me

That's definitely not a thing I do

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Research Questions

- Do apps need consent for tracking?
- Do apps ask for consent to tracking?
- How do trackers support developers?

Consent to tracking is needed in



Research Questions

- Do apps need consent for tracking? **DEFINITELY**
- Do apps ask for consent to tracking?
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71.3% of apps contacted
known tracking domains*


less than 9.9% asked users for consent

*Google was the most commonly contacted company (58.6% of apps), followed by Facebook (8.2%), Unity (8.2%), One Signal (5.6%), and Verizon (2.9%).

Research Questions

- Do apps need consent for tracking? **DEFINITELY**
- Do apps ask for consent to tracking? **NOT REALLY**
- How do trackers support developers?

Requesting Consent from European Users

 **Warning:** The Personalized Ad Consent SDK is no longer being maintained. It has been deprecated in favor of the [User Messaging Platform SDK](#), which is IAB compliant.

yahoo! developer

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Research Questions

- Do apps need consent for tracking? **DEFINITELY**
- Do apps ask for consent to tracking? **NOT REALLY**
- How do trackers support developers? **POORLY**