

August 2016

FPF Mobile Apps Study



I. INTRODUCTION

With 68% of Americans owning smartphones¹ and more than 2 million apps available in each of the major app store platforms today², notice and transparency about how apps collect, use, protect, and share users' personal data is critical for consumer trust. Although providing a privacy policy is only the first step in addressing the broad range of consumer privacy concerns, it is an essential tool in communicating with consumers and establishing organizational accountability. By publicly documenting its data practices, an organization can begin building consumer trust, and when a policy is linked from the app store, users can assess apps' privacy practices before they download or purchase.³ Perhaps most importantly, a detailed privacy policy ensures that the FTC and State Attorneys General can hold apps accountable for the commitments they make to consumers.

Since the first and second FPF Mobile App Studies in 2011 and 2012, apps have become even more embedded in consumers' daily lives. Increasingly, the app ecosystem is expanding beyond traditional smartphone apps to incorporate apps that help users control a wide array of connected objects and services in their homes, offices, schools, doctors' offices, and more. The market for apps shows no signs of stopping its prodigious growth, with worldwide mobile app downloads expected to exceed 268 billion by 2017.

This study concludes that leading app developers have continued to heed consumers' and regulators' call for privacy policies, and increasingly have worked to make them available to users prior to purchase or download via links on the app platform listing page. Both the iOS App Store and the Android Google Play platform require apps that collect personal data to have a privacy policy.⁴ In our previous iteration of this survey, 68% of top overall apps had a privacy policy; in 2016, that number has risen to 76% across both the platforms. Further, today 71% of top overall apps make their privacy policy easily accessible via a link on the app platform listing page.

But while there has been an overall increase in privacy policies among top apps in the iOS and Android marketplaces, certain sectors have responded less robustly than others. While consumers might reasonably expect that any app that collects health and fitness information would be more likely than general purpose apps to describe its privacy policies and practices, that is not always the case. Instead, this study shows that only 61% of health and fitness apps include a link to their privacy policies in their app store listing – a 10% lower rate than top apps across all categories. Given that some health and fitness apps can access sensitive, physiological data collected by sensors on a mobile phone, wearable, or other device, their below-average performance is both unexpected and troubling.

This is especially concerning because some apps that can collect particularly intimate details of a user's life showed mixed results in this study. When FPF researchers examined apps designed to improve (and

¹ <http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>

² <http://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>

³ While this study focused on general purpose apps on the iOS App Store and Google Play platform, both platforms require additional privacy protections on their health and fitness-specific HealthKit and Google Fit services.

⁴ See App Store Review Guidelines, <https://developer.apple.com/app-store/review/guidelines/#privacy> and Google Play Developer Policy Center, <https://play.google.com/about/privacy-security/personal-sensitive/>

often track) users' sleep patterns⁵, for example, only 66% had a privacy policy at all, and a dismal 54% of the apps linked to their privacy policy from the app store. Apps intended to help women track and predict their periods and fertility fared somewhat better, but still raised substantial concerns: while 80% of these apps across both the iOS and Android platforms had privacy policies, only 63% of the apps included links to them from within the app stores.

While most apps do provide consumers with the most basic notices about how their personal data will be collected, used, and shared, it's also clear that a significant number do not. Although a privacy policy is only a starting point for protecting individuals' privacy, it is an important baseline standard all around the world. Now more than ever, it is important for consumers to take a moment to look for – and look through – an app's privacy policy before downloading it to their devices.

II. DESCRIPTION AND METHODOLOGY

The purpose of this study was to examine whether the most popular mobile apps provided users with access to a privacy policy, and whether the privacy policy was linked from the app's listing page on the iOS and Android app marketplaces. The study was undertaken as a follow-up to similar FPF studies conducted in 2011 and 2012 examining the prevalence of privacy policies in the most popular mobile apps. In addition to examining the most popular mobile apps downloaded by consumers overall, this year's study explored the prevalence of privacy policies among more sensitive categories of apps. Specifically, these included: top health and fitness apps, top sleep aid apps, and top period-tracking apps.

In Spring 2016, FPF researchers used the app analytics site App Annie⁶ to identify the top 25 free and paid apps from "All Categories" on both the iOS App Store and the Google Play platform (100 total apps), as well as the top 25 free and paid "Health and Fitness" apps on each platform (100 total apps).⁷ In Summer 2016, FPF researchers searched AppAnnie's listings of the "Top 500 Health and Fitness" apps on each platform to select the top free and paid period-tracking apps and sleep aid apps.⁸ FPF researchers identified 58 sleep aid apps and 25 period tracking apps on the iOS App Store and 33 sleep aid apps and 16 period-tracking apps on the Google Play platform.⁹ Given the smaller sample size for the sleep aid and period-tracking apps, FPF researchers analyzed free and paid apps together.

For each selected app, researchers examined the app listing page for a hyperlink to a relevant privacy policy. If such a link was not available, researchers then conducted a search to determine whether the developer had a website and whether a privacy policy governing the app was available there. Finally, if no privacy policy was accessible prior to download or purchase on either the app store or the developer's website, researchers installed the apps to determine whether there was in-app access to a privacy policy.

⁵ For this study, apps in the Health and Fitness category were included whether they collected data through user input, directly from a sensor on a smartphone or other device, or through another mechanism.

⁶ App Annie, <https://www.appannie.com/dashboard/home/> (last visited Aug. 1, 2016).

⁷ The "overall" and "health and fitness" categories are curated by the iOS App Store and Google Play platforms. App developers self-select which category or categories to assign to their app. See Apple App Store Developer, <https://developer.apple.com/app-store/categories/> and Google Developer Console Help, <https://support.google.com/googleplay/android-developer/answer/113475?hl=en>.

⁸ Apps with "period" or "sleep" in their titles were included in this study for their respective period-tracking or sleep aiding verticals.

⁹ See Appendix for details.

Although the apps were downloaded, the apps were not tested for compliance with their stated privacy policies, terms of use, or notification practices.

III. STUDY RESULTS

A. Top Overall Apps

The following table reflects the percentage of total apps that provide a privacy policy on the app listing page, on the developer's website, or in-app.

Table 1

App Study Historical Comparison – % of Top Apps that have a Privacy Policy			
	Free and Paid	Free Apps	Paid Apps
2011 ¹⁰ App Study	50%	55%	45%
2012 ¹¹ App Study	68%	80%	56%
2016 App Study	76%	86%	66%

Comparing the results of our 2016 study against our previous 2012 and 2011 studies, **the total percentage of top apps that have a privacy policy continues a clear upward trend.** The overall percentage of top apps (free and paid) with a privacy policy showed a 16% improvement since 2011 (from 50% to 76%), and an 8% improvement since 2012 (68% to 76%).

Table 2

2016 Study - % of Top Apps that have a Privacy Policy			
	Free and Paid	Free Apps	Paid Apps
iOS – App Store	68%	76%	60%
Android – Google Play	84%	96%	72%
All Platforms	76%	86%	66%

Table 2 breaks out the 2016 results from Table 1 by app platform, again reflecting apps that provide a privacy policy on the app listing page, on the developer's website, or in-app. Consistent with our previous study results, in 2016 more free apps (86%) provided privacy policies than paid apps (66%). Although perhaps counter-intuitive, this result is easily explained: free, ad-supported apps are likely to be required to disclose their tracking practices to comply with industry behavioral advertising self-regulatory standards.¹² Notably, however, the percentage of paid apps with a privacy policy increased at nearly double the rate of free apps with a privacy policy (a 10% and a 6% increase, respectively).

¹⁰ The September 2011 Study originally looked at the top 10 free and paid apps across three platforms: iOS App Store, Google Android Market, and Blackberry (RIM). These figures have been adjusted to reflect only results from the iOS App Store and the Google Android Market.

¹¹ The June 2012 Study originally looked at the top 25 free and paid apps across three platforms: iOS App Store, Android Google Play platform, and Kindle Fire's Kindle Appstore. These figures have been adjusted to reflect only results from the iOS App Store and the Android Google Play platform.

¹² See, e.g., The NAI Code of Conduct, <https://www.networkadvertising.org/code-enforcement/code>.

Table 3

2016 Study - % of Top Apps with a Link to a Privacy Policy on the App Listing Page			
	Free and Paid	Free Apps	Paid Apps
iOS – App Store	66%	76%	52%
Android – Google Play	78%	88%	68%
All Platforms	71%	82%	60%

Table 3 draws from the same data pool as Table 2, but quantifies only top apps that provide a link to an applicable privacy policy on the app store listing page.

Not all apps with privacy policies provided access from the app store. Only 71% of top apps (free and paid) in 2016 provided a link to their privacy policy from the app’s listing page on the iOS App Store or the Google Play platform, as compared to 76% of top apps that have a privacy policy accessible from the app store, in-app, or on a web page. Thus, while more apps may have privacy policies today than in years past, they are not always easily accessible by consumers. A privacy policy that is only accessible on the developer’s website or after an app has been downloaded or purchased is less helpful to consumers wanting to make informed decisions about sharing their personal data.

B. Top Health and Fitness Apps

After examining privacy policy trends among top apps generally, FPF researchers analyzed the prevalence of privacy policies among Health and Fitness apps on both major platforms (Tables 4 and 5). These apps are largely designed to collect, share, and analyze personal data about their users, including data points such as individuals’ health status, detailed exercise and fitness activities, sleep habits, food and drink consumption, and a wide range of other health and lifestyle indicators. They may also control or link to wearable devices that track physiological data of varying sensitivity. Given the potential impact of this data on individual privacy, it is important that consumers be able to understand what data is collected by these apps, as well as how it is collected, used, protected, and shared.

Table 4

2016 Study - % of Top Health and Fitness Apps with a Privacy Policy			
	Free and Paid	Free Apps	Paid Apps
iOS – App Store	70%	84%	56%
Android – Google Play	70%	80%	60%
All Platforms	70%	82%	58%

Table 5

2016 Study - % of Top Health and Fitness Apps with a Link to a Privacy Policy on the App Listing Page			
	Free and Paid	Free Apps	Paid Apps
iOS – App Store	60%	76%	44%
Android – Google Play	62%	68%	56%
All Platforms	61%	72%	50%

Compared to the 76% of top apps that have a privacy policy today, and the 71% that link to a privacy policy from the app store listing page, **health and fitness apps trail in providing basic transparency to users.** Only 70% of top health and fitness apps had a privacy policy (6% lower than overall top apps), and only

61% linked to it from the app store listing page (10% lower than overall top apps). As expected, and consistent with our other findings, free apps both provided privacy policies at a higher rate than paid apps (82% vs. 58%) and were more likely to link to them from the app store listing page (72% vs. 50%).

Interestingly, examining the percentages in Table 5 shows that iOS apps had a much larger divergence between free versus paid apps (76% vs. 44%, respectively, linked to their privacy policy from the App Store). This 32% span is more than double the 12% difference between paid and free Android apps, which only ranged from 68% (free) to 56% (paid). Overall, however, both iOS and Android apps provided links to privacy policies from their app listing page at similar rates (60% for iOS, 61% for Android).

C. Top Period Tracking Apps

While top health and fitness apps were less likely than top apps overall to have a privacy policy and to make it available via the app listing page, some subsets of apps within the Health and Fitness app categories fared slightly better. In particular, FPF researchers noted that the apps in this vertical dedicated to helping women track their fertility and menstrual cycles appeared more likely than health and fitness apps overall to have a privacy policy. It is important to note that while having a privacy policy is an important first step, it does not necessarily guarantee that apps have adequate data security or other protections.¹³

Expanding this study to look more closely into this subset of apps, we selected the top period tracking apps listed in the “Health and Fitness” categories on both the iOS App Store and the Google Play platform. Table 6 below describes the percentages of top period tracking apps that provide a privacy policy on the app listing page, on the developer’s website, or in-app. Table 7 then breaks out the percentages of top period tracking apps that provide a link to an applicable privacy policy on the app store listing page.

Table 6

2016 Study - % of Top Period-Tracking Apps with a Privacy Policy	
iOS – App Store	84%
Android – Google Play	75%
All Platforms	80%

Table 7

2016 Study - % of Top Period-Tracking Apps with a Link to a Privacy Policy on the App Listing Page	
iOS – App Store	68%
Android – Google Play	56%
All Platforms	63%

In Table 6, **84% of the top period-tracking iOS apps and 75% of Android apps provided a privacy policy.** Looking at all platforms, 80% of period-tracking apps provided a privacy policy. **This figure is not only 10% higher than for health and fitness apps across all platforms, it is 4% higher than top apps overall.** In terms of providing app-specific privacy policies, the period-tracking apps analyzed in this survey showed the most promising and positive percentages of any category of apps.

However, **Table 7 reveals that only 63% of those same apps across all platforms link to their privacy policy from the app store listing page.** In contrast to Table 6, this figure is **8% lower than top apps overall and only marginally higher than health and fitness apps in general** (61% of which link to a privacy policy on an app

¹³ See, e.g., <http://www.consumerreports.org/mobile-security-software/glow-pregnancy-app-exposed-women-to-privacy-threats/>

store listing page). If a user must search out a developer’s website on their own, or download (and perhaps purchase) an app before discovering how and where her intimate information will be collected, used, shared, and protected, it will be much more difficult for her to make an informed decision about her privacy and app use.

D. Top Sleep Aiding Apps

The next subset of health and wellness apps that FPF researchers considered focused on apps in the Health and Fitness categories designed to help users get to sleep, have more restful sleep, or wake up at the optimal time. These included, for example, sleep diaries, white noise apps, progressive alarm clocks, sleep triggers for babies, and other tools geared to helping users achieve a better night’s sleep. While these apps overall collected less data than the period-tracking apps, they again can paint an intimate picture of a user’s life when looked at cumulatively.

Table 8 below describes the percentages of top sleep aid apps (both free and paid) that provide a privacy policy on the app listing page, on the developer’s website, or in-app. Table 9 then breaks out the percentages of top period tracking apps that provide a link to an applicable privacy policy on the app store listing page.

Table 8

2016 Study - % of Top Sleep Aid Apps with a Privacy Policy	
iOS – App Store	67%
Android – Google Play	64%
All Platforms	66%

Table 9

2016 Study - % of Top Sleep Aid Apps with a Link to a Privacy Policy on the App Listing Page	
iOS – App Store	60%
Android – Google Play	42%
All Platforms	54%

Examining the sleep aid apps among the top apps on both major platforms, in Table 8 FPF researchers found that 67% of the top iOS sleep aid apps and 64% of similar Android apps had a privacy policy accessible somewhere. **With only 66% of top sleep aid apps providing a privacy policy, they fall below both top apps overall (76%) and the average health and fitness apps (70%).** The sleep aid apps also trailed top period-tracking apps by 14% in these figures.

Furthermore, Table 9 shows that **only 54% of sleep aid apps provided a link to their privacy policy from the app store listing page. This number is 17% below top apps overall, and 7% below health and fitness apps generally.** It is also 9% lower than period-tracking apps. With 60% of iOS sleep aid apps and 42% of Android sleep aid apps providing links on the app platforms themselves, users are unlikely to be able to make informed choices about which apps to use before purchasing or downloading them.

Tracking when a user typically tries to sleep (or wake up) can reveal whether they’re a morning person, or work a night shift, or are away from home. It might reveal whether an individual has insomnia, or another sleep disorder. It might also be the case that apps with a more limited purpose (e.g., to play a certain sound, or maintain a certain light level) ask for unusual permissions – such as access to a phone’s

contacts, photos, or network connections.¹⁴ Importantly, privacy policies can help explain to users why this data is collected and how it is used.

IV. RESOURCES

App Privacy Website, Future of Privacy Forum, www.applicationprivacy.org

FPF's website lists readily available, privacy-forward resources and tools for app developers interested in preserving their users' privacy. Resources are available for a range of platforms, including Facebook and other social networks, OS developers and manufacturers, third party app stores, operators such as AT&T, and Smart Grid and home platforms.

Best Practices for Mobile Application Developers, Future of Privacy Forum and Center for Democracy & Technology, http://www.applicationprivacy.org/wp-content/uploads/2011/01/Mobile-App-Packet_Final.pdf

The guidelines set forth in this document are intended to serve as a road map for mobile app developers to build privacy into apps, better inform and empower end-users, and foster trust and confidence in the mobile app ecosystem.

Best Practices for Consumer Wearables and Wellness Apps and Devices, Future of Privacy Forum, <https://fpf.org/wp-content/uploads/2016/08/FPF-Best-Practices-for-Wearables-and-Wellness-Apps-and-Devices-Final.pdf>

The principles set out in this document set a baseline of responsible practices intended to support a targeted FIPPs-based trust framework for the collection and use of consumer-generated wellness data and wearable devices. By building on best practices that support consumer trust, as well as developing responsible guidelines for appropriate research and other secondary uses of consumer-generated wellness data, we hope to ensure continued innovation and consumer trust within the wearables ecosystem.

Mobile Health App Developers: FTC Best Practices, Federal Trade Commission, <https://www.ftc.gov/tips-advice/business-center/guidance/mobile-health-app-developers-ftc-best-practices>

When developing a health app, sound privacy and security practices are key to consumer confidence. Here are some best practices to help you build privacy and security into your app. These practices also can help you comply with the FTC Act.

App Store Review Guidelines, Apple, <https://developer.apple.com/app-store/review/guidelines/>

Guidelines and resources that outline the technical, content, and design criteria used to review apps submitted to the App Store and Mac App Store.

Developer Policy Center, Google, <https://play.google.com/about/developer-content-policy/>

The Google Play Developer Program Policies play a central role in helping make Google Play an open, safe and enjoyable ecosystem by educating the community and defining appropriate content and activities in the store.

¹⁴ See, e.g., *FTC v. Goldshores LLC*, in which a popular free app that enabled a mobile phone to be used as a flashlight allegedly deceived consumers about its collection and sharing of sensitive geolocation data.

V. APPENDIX

Data in Chart 1 was captured March 17, 2016. Data in Chart 2 was captured April 7-8, 2016. Data in Charts 3-4 was captured Aug 1, 2016. Some apps that did not link to a privacy policy from the app store have since created those links. Given the dynamic nature of the app platforms, some apps have fallen from or risen into the top app charts since this survey was conducted. As of the date of this report's publication, trends in the prevalence of privacy policies remain similar.

Chart 1: Top Mobile Apps Overall

No.	App name	Developer	App Category	Developer website	Is there access to a Privacy Policy or link at the App Store Listing Page?	If No Access from Listing page, is there a Privacy policy on the developer's website?	If no privacy policy available anywhere prior to download, is there an in-app privacy policy?	Privacy Policy URL
TOP FREE OVERALL iOS APPS (excluding Apple apps) as of March 17, 2016								
1	ESPN Tournament Challenge	ESPN, Inc.	Sports	http://espn.go.com/mobile/products/index	Yes	N/A	N/A	https://disneyprivacycenter.com
2	NCAA March Madness Live	NCAA Digital	Sports	http://www.ncaa.com/marchmadness	Yes	N/A	N/A	http://www.ncaa.com/privacy
3	Clash Royale	Supercell Oy	Games	https://supercell.helpshift.com/a/clash-royale/	Yes	N/A	N/A	http://supercell.com/privacy-policy/
4	CBS Sports - Bracket Games, NCAA Tournament	CBS Mobile	Sports	http://www.cbssports.com/mobile	Yes	N/A	N/A	http://legalterms.cbsinteractive.com/privacy
5	Snapchat	Snapchat, Inc.	Photo & Video	http://www.snapchat.com	Yes	N/A	N/A	http://www.snapchat.com/privacy
6	Damn Daniel - Game	Josiah Jenkins	Games	Not available	No	No	No	Not available
7	Messenger	Facebook, Inc.	Social Networking	http://www.facebook.com/mobile/messenger	Yes	N/A	N/A	https://www.facebook.com/about/privacy/
8	Color Switch	Marc Lejeune	Games	www.fortafygames.com	No	No	No	Not available

9	Stack	Ketchapp	Games	http://www.ketchappgames.com	No	No	No	Not available
10	Instagram	Instagram, Inc.	Photo & Video	https://instagram.com/	Yes	N/A	N/A	http://instagram.com/legal/privacy/
11	Facebook	Facebook, Inc.	Social Networking	http://www.facebook.com/mobile	Yes	N/A	N/A	http://www.facebook.com/about/privacy/
12	YouTube	Google, Inc.	Photo & Video	http://support.google.com/youtube?p=ytios_appstore	Yes	N/A	N/A	http://www.google.com/intl/en/policies/privacy/
13	Pandora - Free Music & Radio	Pandora Media, Inc.	Music	http://www.pandora.com/	Yes	N/A	N/A	http://www.pandora.com/privacy
14	Google Maps	Google, Inc.	Navigation	http://maps.google.com/about	Yes	N/A	N/A	https://www.google.com/policies/privacy/
15	Uber	Uber Technologies, Inc.	Travel	https://uber.com	Yes	N/A	N/A	https://www.uber.com/legal/privacy
16	MSQRD - Live Filters & Face Swap for Video Selfies	Masquerade Technologies, Inc.	Photo & Video	http://msqrd.me	No	Yes*	N/A*	https://www.facebook.com/msqrd/privacy
17	Gmail - email from Google	Google, Inc.	Productivity	https://mail.google.com	Yes	N/A	N/A	https://privacy.google.com/
18	Handbrake Valet	Meagan Harrington	Games	http://brewdeangames.github.io	No	No	No	Not available
19	Spotify Music	Spotify Ltd.	Music	http://www.spotify.com/	Yes	N/A	N/A	http://www.spotify.com/legal/privacy-policy/
20	WhatsApp Messenger	WhatsApp Inc.	Social Networking	http://www.whatsapp.com/	Yes	N/A	N/A	https://www.whatsapp.com/legal/#Privacy

21	Pinterest	Pinterest, Inc.	Social Networking	http://www.pinterest.com	Yes	N/A	N/A	http://www.pinterest.com/about/privacy/
22	Netflix	Netflix, Inc.	Entertainment	http://www.netflix.com	Yes	N/A	N/A	http://secure.netflix.com/us/mobile/legal/privacy_policy/
23	Amazon App: shop, browse, scan, compare, and read reviews	AMZN Mobile LLC	Shopping	https://www.amazon.com/iphone_app	Yes	N/A	N/A	http://www.amazon.com/privacy
24	EasyUp Pro for Snapchat - Upload photos and Videos from Camera Roll	Wang Kai	Utilities	https://twitter.com/kwangInc	No (link goes to seller's twitter account)	No	No	Not available
25	Castle Clash: Age of Legends	IGG.COM	Games	www.igg.com	Yes	N/A	N/A	http://igg.com/about/privacy_policy.php

TOP PAID OVERALL iOS APPS (excluding Apple apps) as of March 17, 2016

1	Face Swap Live - Switch faces with friends & photos in live video	Laan Labs (seller: Laan Consulting Corp)	Photo & Video	http://faceswaplive.com	No	Yes	N/A	http://faceswaplive.com/PRIVACYPOLICY.html
2	Minecraft: Pocket Edition	Mojang	Games	http://help.mojang.com	Yes	N/A	N/A	https://account.mojang.com/terms#privacy
3	Please, Don't Touch Anything	Bulkypix	Games	http://www.bulkypix.com/games	Yes	N/A	N/A	http://static.bulkypix.com/legal/Privacy_Policy.pdf

4	Heads Up!	Warner Bros. Entertainment	Games	http://www.ellentv.com/headsup	Yes	N/A	N/A	http://www.warnerbros.com/privacy/policy.html
5	7 Minute Workout Challenge	Fitness Guide Inc Seller: Ariyana Felfeli	Health & Fitness	http://www.7minworkoutapp.net	No	No	No	Not available
6	Bloons TD 5	Ninja Kiwi Seller: Kaiparasoft Ltd.	Games	ninjakiwi.com	No	Yes	N/A	http://ninjakiwi.com/privacy_policy
7	Facetune	Lightricks Ltd.	Photo & Video	http://www.facetunep.com	No	No	No	Not available
8	Geometry Dash	RobTop Games AB	Games	http://www.robtopgames.com	No	No	No	Not available
9	Plague Inc.	Ndemic Creations	Games	http://www.ndemiccreations.com	Yes	N/A	N/A	http://www.ndemiccreations.com/en/24-legal
10	Akinator the Genie	Elokence	Entertainment	http://en.akinator.mobi/contact	Yes	N/A	N/A	http://cgu.akinator.com/mobile/privacy
11	The Room Three	Fireproof Games Seller: Fireproof Studios Limited	Games	http://www.fireproofgames.com/games/the-room-three	Yes	N/A	N/A	http://www.fireproofgames.com/privacy-policy
12	You Must Build A Boat	EightyEight Games LTD	Games	http://eightyeightgames.com/you-must-build-a-boat/	No	No	No	Not available
13	NBA 2K16	2K	Games	http://www.facebook.com/NBA2K/	Yes	N/A	N/A	http://www.take2games.com/privacy/
14	THE GAME OF LIFE Classic Edition	Electronic Arts	Games	http://www.ea.com/iphone	Yes	N/A	N/A	http://tos.ea.com/legalapp/WEBPRIVACY/US/en/PC
15	HotSchedules	HotSchedules	Business	http://www.hotschedules.com	Yes	N/A	N/A	https://www.hotschedules.com/privacy-policy/

16	Goat Simulator	Coffee Stain Studios	Games	http://forum.coffeestainstudios.com	No	No	No	Not available
17	KIMOJI	Whalerock Digital Media, LLC	Utilities	http://www.kimkardashianwest.com	No (applies only to website)	No (applies only to website)	No (applies only to website)	https://www.kimkardashianwest.com/legal/
18	Grand Theft Auto: San Andreas	Rockstar Games	Games	http://www.rockstargames.com/sanandreas	Yes	N/A	N/A	http://www.rockstargames.com/privacy
19	Full Fitness : Exercise Workout Trainer	Mehrdad Mehrain	Health & Fitness	Not available	No	No	No	Not available
20	Afterlight	Afterlight Collective, Inc	Photo & Video	http://afterlight.us	Yes	N/A	N/A	http://afterlight.us/privacy
21	True Skate	True Axis Seller: True Axis Pty Ltd.	Games	http://trueskate.com	Yes	N/A	N/A	http://trueaxis.com/tssp.html
22	Videoshop - Video Editor	Appsolute Inc.	Photo & Video	http://videoshop.net/contact	Yes	N/A	N/A	http://videoshop.net/privacy
23	Super Phantom Cat - Be a jumpin bro.	Veewo GamesSeller: Beijing Veewo Game Co., Ltd.	Games	http://www.veewo.com	No	No	No	Not available
24	Lumino City	State of Play Games Ltd.	Games	www.luminocitygame.com/press/	No	No	No	Not available
25	Beat Stomper	Rocky Hong	Games	http://www.rockyhong.com/	No (link goes to developer site)	No	No	Not available

TOP FREE OVERALL ANDROID APPS (excluding Google apps) as of March 17, 2016								
1	Messenger	Facebook	Communication	https://www.facebook.com/games/fbmessenger_android/?fbs=-1	Yes	N/A	N/A	https://m.facebook.com/policy.php
2	Snapchat	Snapchat Inc	Social	https://www.snapchat.com/	Yes	N/A	N/A	https://www.snapchat.com/privacy
3	Clash Royale	Supercell	Strategy	https://supercell.helpshift.com/a/clash-royale/?p=web	Yes	N/A	N/A	http://supercell.com/en/privacy-policy/
4	Facebook	Facebook	Social	www.facebook.com	Yes	N/A	N/A	https://m.facebook.com/policy.php
5	Color Switch	Fortafy Games	Games	http://www.fortafygames.com/	Yes	N/A	N/A	http://www.fortafygames.com/privacypolicy.html
6	Pandora® Radio	Pandora	Music & Audio	http://www.pandora.com	Yes	N/A	N/A	http://www.pandora.com/privacy
7	Instagram	Instagram	Social	https://help.instagram.com/	Yes	N/A	N/A	https://help.instagram.com/155833707900388
8	Stack	Ketchapp	Games	www.ketchappgames.com	No	No	No	Not available
9	Dragon Land	socialpoint	Games	http://www.socialpoint.es/	Yes	N/A	N/A	http://www.socialpoint.es/privacy-policy/
10	Netflix	Netflix, Inc.	Entertainment	https://www.netflix.com/	Yes	N/A	N/A	https://help.netflix.com/legal/privacy?locale=en&docType=privacy
11	WhatsApp Messenger	WhatsApp Inc.	Communication	https://www.whatsapp.com/	Yes	N/A	N/A	https://www.whatsapp.com/legal/#Privacy
12	Spotify Music	Spotify Ltd.	Music & Audio	https://www.spotify.com/us/	Yes	N/A	N/A	https://www.spotify.com/us/legal/privacy-policy/

13	Flash Keyboard	DotC United	Productivity	https://www.facebook.com/Flash-Keyboard-538243926339954/	No	Yes	N/A	https://m.facebook.com/Flash-Keyboard-538243926339954/info/?mt_nav=1
14	Super-Bright LED Flashlight	Surpax Inc.	Productivity	http://www.surpax.net/	Yes	N/A	N/A	http://www.surpax.net/privacy.html
15	Emoji Keyboard Pro - Emoticons	Emoji Keyboard Dev	Productivity	http://www.kika.tech/	Yes	N/A	N/A	http://www.kika.tech/privacy/
16	Piano Tiles 2	Clean Master Games	Arcade	http://www.cmcm.com/en-us/	No	Yes	N/A	http://www.cmcm.com/protocol/site/privacy.html
17	Pinterest	Pinterest, Inc.	Social	https://help.pinterest.com/en	Yes	N/A	N/A	https://about.pinterest.com/en/privacy-policy
18	Kik	Kik Interactive	Communication	https://www.kik.com/	Yes	N/A	N/A	https://www.kik.com/privacy/
19	musical.ly	musical.ly	Media & Video	http://www.musical.ly/	Yes	N/A	N/A	http://www.musical.ly/privacy.html
20	ZEDGE™ Ringtones & Wallpapers	Zedge	Personalization	http://zedge.net/	Yes	N/A	N/A	http://zedge.net/privacy
21	ESPN Tournament Challenge	ESPN Inc	Sports	www.espn.com	Yes	N/A	N/A	https://disneyprivacycenter.com/
22	Wish - Shopping Made Fun	Wish Inc.	Shopping	www.wish.com	Yes	N/A	N/A	https://www.wish.com/privacy_policy
23	Candy Crush Jelly Saga	King	Puzzle	http://candycrushjellysaga.com/help/en	Yes	N/A	N/A	http://about.king.com/consumer-terms/terms/en#privacy

24	Amazon Shopping	Amazon Mobile LLC	Shopping	www.amazon.com	Yes	N/A	N/A	https://www.amazon.com/gp/help/customer/display.html?nodeId=468496
25	Subway Surfers	Kiloo	Arcade	http://www.kiloo.com/support/	Yes	N/A	N/A	http://www.kiloo.com/privacy/
TOP PAID OVERALL ANDROID APPS (excluding Google apps) as of March 17, 2016								
1	Minecraft: Pocket Edition	Mojang	Arcade	https://help.mojang.com/	Yes	N/A	N/A	https://account.mojang.com/terms#privacy
2	Geometry Dash	RobTop Games	Arcade	http://www.robtopgames.com/	No	No	No	Not Available
3	Nova Launcher Prime	TeslaCoil Software	Personalization	http://novalauncher.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/324827
4	Package Disabler Pro	ospolice	Business	http://www.ospolice.com/	No*	No*	No*	https://www.google.com/url?q=http://www.ospolice.com/terms-conditions/&sa=D&usg=AFQjCjCNFW D6V1k-n8OLtj3A3gdseaYJNdGw
5	Poweramp Full Version Unlocker	Max MP	Music & Audio	http://powerampapp.com/	No	No	No	Not Available
6	Minecraft: Story Mode	Telltale Games	Adventure	https://www.telltalegames.com/minecraftstorymode/	Yes	N/A	N/A	https://telltale.com/privacy-policy/
7	Ultimate Guitar Tabs & Chords	Ultimate Guitar USA LLC	Music & Audio	https://www.ultimate-guitar.com/	Yes	N/A	N/A	https://www.ultimate-guitar.com/about/privacy.htm
8	HotSchedules	HotSchedules	Productivity	https://www.hotschedules.com/	Yes	N/A	N/A	https://www.hotschedules.com/privacy-policy/

9	Five Nights at Freddy's	Scott Cawthon	Action	http://www.scottgames.com/	No	No	No	Not available
10	THE GAME OF LIFE	ELECTRONIC ARTS	Board	http://help.ea.com/en/popcap/the-game-of-life/	Yes	N/A	N/A	http://tos.ea.com/legalapp/WEBPRIVACY/US/en/PC/
11	Pocket Casts	Shifty Jelly	News & Magazines	http://www.shiftyjelly.com/android/pocketcasts	No	Yes	N/A	http://www.shiftyjelly.com/support/pocketcasts#33
12	Terraria.	505 Games Srl	Adventure	http://www.505games.com/	No*	Yes	N/A	http://www.505games.com/privacy
13	Scribblenauts Remix	Warner Bros. International Enterprises	Puzzle	http://www.warnerbros.com/	Yes	N/A	N/A	http://www.warnerbros.com/privacy
14	Stick Texting-The Emoji Killer	Stick Texting	Communication	http://www.stickt texting.com/	Yes	N/A	N/A	http://www.stickt texting.com/privacy.htm
15	Grand Theft Auto: San Andreas	Rockstar Games	Action	http://www.rockstargames.com/	Yes	N/A	N/A	http://www.rockstargames.com/privacy
16	Hitman GO	SQUARE ENIX Ltd	Puzzle	http://www.hd.square-enix.com/eng/	Yes	N/A	N/A	http://eu.square-enix.com/en/documents/privacy
17	Sleep Cycle alarm clock	Northcube AB	Health & Fitness	https://www.sleepcycle.com/	Yes	N/A	N/A	https://www.sleepcycle.com/privacy-policy/
18	DIRAC (aka Beyondium)	Mediocre AB	Games	http://www.mediocre.se/	No	No	No	Not available
19	The Room Three	Fireproof Games	Puzzle	http://www.fireproofgames.com/android_help	Yes	N/A	N/A	http://www.fireproofgames.com/privacy-policy

20	Hitman: Sniper	SQUARE ENIX Ltd	Action	http://www.hd.square-enix.com/eng/	Yes	N/A	N/A	http://eu.square-enix.com/en/documents/privacy-index
21	Torque Pro (OBD 2 & Car)	Ian Hawkins	Communication	https://torque-bhp.com/	No	No	No	Not available
22	Goat Simulator	Coffee Stain Studios	Simulation	http://www.coffeestainstudios.com/	No	No	No	Not available
23	Swype Keyboard	Nuance Communications, Inc	Productivity	www.swype.com	Yes	N/A	N/A	http://www.coffeestainstudios.com/
24	Five Nights at Freddy's 2	Scott Cawthon	Strategy	http://www.scottgames.com/	No	No	No	Not available
25	MONOPOLY	ELECTRONIC ARTS	Casual	http://help.ea.com/en/	Yes	N/A	N/A	http://tos.ea.com/legalapp/WEBPRIVACY/US/en/PC/

* This app has added or removed a privacy policy or a link to that privacy policy since March 17, 2016. However, statistics in the report above reflect the data as of March 17, 2016.

Chart 2: Top Health and Fitness Apps

No.	App name	Developer	App Category	Developer website	Is there access to a Privacy Policy or link at the App Store Listing Page?	If No Access from Listing page, is there a Privacy policy on the developer's website?	If no privacy policy available anywhere prior to download, is there an in-app privacy policy?	Privacy Policy URL
TOP FREE HEALTH AND FITNESS iOS APPS as of April 8, 2016								
1	Fitbit	Fitbit, Inc.	Health & Fitness	http://www.fitbit.com/	Yes	N/A	N/A	http://www.fitbit.com/privacy
2	Calorie Counter & Diet Tracker	Myfitnesspal.com	Health & Fitness	http://www.myfitnesspal.com/mobile/iphone	Yes	N/A	N/A	http://www.myfitnesspal.com/account/terms and privacy#privacy
3	Headspace: Meditation techniques for mindfulness, stress relief & peace of mind	Headspace meditation limited	Health & Fitness	https://www.headspace.com	Yes	N/A	N/A	https://www.headspace.com/terms-and-conditions
4	Lose It! – Weight Loss Program and Calorie Counter	FitNow	Health & Fitness	http://www.loseit.com/	Yes	N/A	N/A	http://www.loseit.com/privacy/
5	Period Tracker Lite	GP Apps	Health & Fitness	https://gpapps.com/	No	Yes	N/A	https://gpapps.com/support/privacy-policy/
6	Map My Run - GPS Running and Workout	Under Armour	Health & Fitness	http://www.mapmyrun.com/	Yes	N/A	N/A	http://www.mapmyrun.com/privacy_policy

	Tracking with Calorie Counting							
7	Sworkit - Personalized Workouts for Exercise & Fitness	Nexercise	Health & Fitness	http://sworkit.com/	Yes	N/A	N/A	http://m.sworkit.com/privacy.html
8	Runkeeper - GPS Running, Walk, Cycling, Workout, Pace and Weight Tracker	FitnessKeeper, Inc.	Health & Fitness	https://runkeeper.com/index	Yes	N/A	N/A	https://runkeeper.com/privacypolicy
9	Life - Period Tracker, Menstrual Cycle Calendar, Ovulation & Fertility Diary for Women's Health	Lovetap LLC	Health & Fitness	http://www.lovetap.co/	Yes	N/A	N/A	http://www.lovetap.co/privacy/
10	Nike+ Running	Nike, Inc.	Health & Fitness	http://nikeplus.nike.com/plus/	Yes	N/A	N/A	https://help-all.nike.com/app/answers/detail/article/privacy-global/a_id/57882
11	Sleep Cycle Alarm Clock	Northcube AB	Health & Fitness	http://www.sleepcycle.com/	Yes*	N/A*	N/A*	https://www.sleepcycle.com/privacy-policy/
12	Running for Weight Loss: interval training plan, GPS, how-to-	Grinasys Corp	Health & Fitness	http://www.redrockapps.com/apps/weight_loss	Yes	N/A	N/A	http://redrockapps.com/privacy-policy

	lose-weight tips by Red Rock Apps							
13	Steps Pedometer & Step Counter Activity Tracker	Supercritical Flow	Health & Fitness	http://yearofcode.com/steps/	No	No	No	Not available
14	Pacer - Pedometer plus Weight Loss and BMI Tracker	Pacer Health, Inc.	Health & Fitness	http://www.pacer.cc/	Yes	N/A	N/A	http://www.pacer.cc/privacy/ios/
15	Appdominals Train Your Abs in 3D	Appostafat GMBH	Health & Fitness	http://www.appdominals.co/	Yes	N/A	N/A	http://appdominals.co/privacy/
16	Relax Melodies: Sleep zen sounds & white noise for meditation, yoga and baby relaxation	ILBSoft	Health & Fitness	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
17	Clue: Period & PMS tracker, health calendar and fertility & ovulation calculator	BioWink GmbH	Health & Fitness	http://www.helloclue.com/index.html	Yes	N/A	N/A	http://www.helloclue.com/privacy.html

18	Sweat with Kayla	Kayla Itsines	Health & Fitness	http://www.kaylaitsines.com/	Yes	N/A	N/A	https://sweat.kaylaitsines.com/en/privacy-policy
19	Pregnancy & Baby What to Expect	Everydat Helth, Inc.	Health & Fitness	http://www.whattoexpect.com/mobile-app/#	Yes	N/A	N/A	http://www.whattoexpect.com/privacy-policy
20	Record by Under Armour - Exercise Smarter, Feel Better, Live Longer, connects with UA HealthBox	Under Armour	Health & Fitness	https://record.underarmour.com/	Yes	N/A	N/A	https://account.underarmour.com/privacy
21	Weight Watchers	Weight Watchers International, Inc.	Health & Fitness	https://www.weightwatchers.com/us/	Yes	N/A	N/A	https://www.weightwatchers.com/us/privacy/policy
22	My Pregnancy & Baby Today BabyCenter	BabyCenter	Health & Fitness	http://www.babycenter.com/	No (applies only to website)	No (applies only to website)	No (applies only to website)	http://www.babycenter.com/help-privacy
23	Period Diary (Period, Fertile & Ovulation Tracker)	nanobitsoftware.com	Health & Fitness	http://nanobitsoftware.com/	No	No	No	Not available
24	Calm: Meditate, relax, breathe & enjoy simple guided mindfulness	Calm.com	Health & Fitness	https://twitter.com/calm	Yes	N/A	N/A	http://www.calm.com/privacy

	stress reduction							
25	Sleep Pillow Sounds: white noise machine lite	Fitness22 Ltd.	Health & Fitness	http://www.fitness22.com/	Yes*	N/A*	N/A	http://www.fitness22.com/privacy
TOP PAID HEALTH AND FITNESS iOS APPS as of April 8, 2016								
1	7 Minute Workout Challenge	Fitness Guide Inc Seller: Ariyana Felfeli	Health & Fitness	http://www.7minworkoutapp.net	No	No	No	Not available
2	Activity++	Cross Forward Consulting, LLC	Health & Fitness	https://david-smith.org/apps/	Yes	N/A	N/A	https://david-smith.org/activity_privacy.html
3	Full Fitness : Exercise Workout Trainer	Mehrdad Mehraïn	Health & Fitness	Not available	No	No	No	Not available
4	HeartWatch. View & get notified about heart rate data captured on your watch	Tantsissa	Health & Fitness	http://heartwatch.tantsissa.com/home	Yes	N/A	N/A	http://heartwatch.tantsissa.com/privacy
5	The Wonder Weeks	Domus Technica	Health & Fitness	http://www.thewonderweeks.com/	No (link goes to developer website)	No (applies only to website)	No	http://www.thewonderweeks.com/privacy-policy/
6	Couch to 5K® - Running App, Training Coach and GPS Tracker	Active Network, LLC	Health & Fitness	http://www.active.com/mobile/couch-to-5k-app	Yes	N/A	N/A	http://www.activenetwork.com/information/privacy-policy

7	ProTracker Plus Watchers Nutrition and Exercise Value Tracker, Database and Calculator	Gossain Software LLC	Health & Fitness	http://ww25.gossainsoftware.com/	No	No	No (license agreement available -- only small section "consent to use of data")	Not available
8	Instant Fitness : 600+ exercises, 100+ workouts, home, exercise workout trainer, 7 minute workout, on-the-go personal mobile fitness trainer by Fitness Buddy and Instant Heart Rate	Azumio Inc.	Health & Fitness	http://www.azumio.com/	No (link goes to developer website)	Yes	N/A	http://azumio.com/page/privacypolicy
9	My Macros+ Diet, Weight and Calorie Tracker	Jason Loewy	Health & Fitness	http://getmymacros.com/	Yes	N/A	N/A	http://getmymacros.com/privacypolicy.html

10	Period Tracker Deluxe	GP Apps	Health & Fitness	https://gpapps.com/	Yes	N/A	N/A	https://gpapps.com/support/privacy-policy/
11	Yoga Studio	Gaiam, Inc.	Health & Fitness	http://yogastudioapp.com/	Yes	N/A	N/A	http://yogastudioapp.com/privacy
12	Fitness Buddy : 1700+ Exercise Workout Trainer and Workout Journal	Azumio Inc.	Health & Fitness	http://www.azumio.com/	No (link goes to developer website)	Yes	N/A	http://azumio.com/page/privacypolicy
13	LexTwerkOut	Lex Luther Inc	Health & Fitness	http://www.lexwerkout.com/	No (link goes to developer website)	No	No	Not available
14	iTrackBites Plus - Smart Weight Loss Tracker & Points Calculator for Diet Nutrition Watchers	Ellisapps Inc.	Health & Fitness	https://itrackbites.com/	Yes	N/A	N/A	http://ellisapps.com/mobileprivacy.html
15	Sleep Pillow Sounds: white noise machine app	FITNESS22 LTD	Health & Fitness	http://www.fitness22.com/ (link on the app page: http://www.clearskyapps.com/portfolio/sleep)	Yes*	N/A*	N/A	http://www.fitness22.com/privacy
16	Meditation Studio	Gaiam, Inc.	Health & Fitness	http://www.meditationstudioapp.com/	Yes	N/A	N/A	http://www.meditationstudioapp.com/privacy

17	Model My Diet - Women - Weight Loss Motivation with Virtual Model Simulation	Model My Diet, Inc.	Health & Fitness	http://modelmydiet.com/fr/women.html	No (applies only to website)	No (applies only to website)	No	http://modelmydiet.com/privacy.html
18	Ref Guide for Essential Oils	Abundant Health	Health & Fitness	https://www.abundanthealth4u.com/ProductDetails.asp?ProductCode=RGAPP	No	No (applies only to website)	No	http://www.abundanthealth4u.com/terms_privacy.asp
19	Calorie Counter PRO by MyNetDiary - with Food Diary for Diet and Weight Loss	MyNetDiary Inc.	Health & Fitness	http://www.mynetdiary.com/iPhone.html	Yes	N/A	N/A	http://www.mynetdiary.com/privacy.html
20	The Fast Metabolism Diet App – Customized meal planning, food lists, and diet tools	Random House LLC	Health & Fitness	https://hayliepomroy.com/	Yes	N/A	N/A	http://www.penguinrandomhouse.com/privacy/
21	Modern Essentials	AromaTools	Health & Fitness	http://www.aromatools.com/iPhone_App_Modern_Essentials_p/iapp.htm	No	No (applies only to website)	No	http://www.aromatools.com/terms_privacy.asp
22	Simply Being - Guided Meditation	Meditation Oasis	Health & Fitness	http://www.meditationoasis.com/apps/	No	Yes	N/A	http://www.meditationoasis.com/app-support

	for Relaxation and Presence							
23	Tabata Pro - Tabata Timer	SIMPLETOUCH LLC	Health & Fitness	http://www.simpletouchsoftware.com/products/tabatapro/	Yes	N/A	N/A	http://www.simpletouchsoftware.com/support/tabatapro/113/
24	Points Calculator & Weekly Weight Loss and Exercise Manager Plus Daily Food Value Watchers Tracker Journal - Lose Weight With Mobile Tracking - My Score Plus	Weight Loss Watchers LLC	Health & Fitness	http://www4.gossainaps.com/	No	No (applies only to website)	No (license agreement available -- only small section "consent to use of data")	Not available
25	Yoga Break	Fitness Guide Inc Seller: Ariyana Felfeli	Health & Fitness	Not available	No	No	No	Not available
TOP FREE HEALTH AND FITNESS ANDROID APPS as of April 8, 2016								
1	Fitbit	Fitbit, Inc.	Health & Fitness	help.fitbit.com	Yes	N/A	N/A	http://www.fitbit.com/privacy
2	Calorie Counter - MyFitnessPal	MyFitnessPal, Inc.	Health & Fitness	www.myfitnesspal.com	Yes	N/A	N/A	https://account.underarmour.com/privacy?locale=en_US

3	Google Fit - Fitness Tracking	Google Inc.	Health & Fitness	www.android.com	Yes	N/A	N/A	http://www.google.com/policies/privacy
4	CVS/pharmacy	CVS/pharmacy	Health & Fitness	m.cvs.com	No	Yes	N/A	http://m.cvs.com/mt/www.cvs.com/help/privacy_policy.jsp
5	Pedometer	tayutau	Health & Fitness	Not available	No	No	No	Not available
6	Calorie Counter & Diet Tracker	SparkPeople	Health & Fitness	www.sparkpeople.com	No (applies only to website)	No (applies only to website)	No	http://www.sparkpeople.com/resource/motivation_articles.asp?id=922
7	Pedometer & Weight Loss Coach	Pacer Health	Health & Fitness	www.pacer.cc	Yes	N/A	N/A	http://static.pacer.cc/
8	Period Tracker, My Calendar	Simple Design Ltd.	Health & Fitness	http://period-calendar.com/en/index.php	Yes*	N/A*	N/A*	http://period-calendar.com/privacypolicy.html
9	Lose It!	FitNow, Inc.	Health & Fitness	www.loseit.com	Yes	N/A	N/A	http://www.loseit.com/privacy/
10	8fit - Workout & Meal Plans	8fit	Health & Fitness	www.8fit.com	Yes	N/A	N/A	http://8fit.com/privacy/
11	My Pregnancy Today Tracker	BabyCenter	Health & Fitness	www.babycenter.com	No (applies only to website)	No (applies only to website)	No (applies only to website)	http://www.babycenter.com/help-privacy
12	Nike+ Running	Nike, Inc.	Health & Fitness	secure-nikeplus.nike.com	Yes	N/A	N/A	https://help-all.nike.com/app/answers/detail/article/privacy-global

13	Weight Watchers Mobile	Weight Watchers International, Inc.	Health & Fitness	www.weightwatchers.com	Yes	N/A	N/A	http://www.weightwatchers.com/legal/privacy.aspx
14	S Health	Samsung Electronics Co., Ltd.	Health & Fitness	shealth.samsung.com	Yes*	N/A*	N/A	http://shealth.samsung.com/policy
15	30 Day Fit Challenges Workout	Jozic Productions	Health & Fitness	www.jozicproductions.com	No	No	No	Not available
16	Twilight	Urbandroid Team	Health & Fitness	twilight.urbandroid.org	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
17	Period Tracker	GP International LLC	Health & Fitness	www.gpapps.com	Yes	N/A	N/A	http://gpapps.com/support/eula/
18	Headspace - meditation	Headspace	Health & Fitness	www.headspace.com	Yes	N/A	N/A	https://www.headspace.com/terms-and-conditions
19	healoweClinical	Works LLC	Health & Fitness	www.healow.com	Yes	N/A	N/A	https://healow.com/apps/healow/policy.html
20	Garmin Connect™ Mobile	Garmin	Health & Fitness	www.garmin.com	Yes	N/A	N/A	http://www.garmin.com/en-US/legal/privacy-statement
21	Walk with Map My WalkMap	MyFitness, Inc.	Health & Fitness	www.mapmyfitness.com	Yes	N/A	N/A	http://www.mapmywalk.com/privacy_policy
22	Runtastic Running & Fitness	Runtastic	Health & Fitness	www.runtastic.com	Yes	N/A	N/A	https://www.runtastic.com/en/privacy-policy
23	Run with Map My RunMap	MyFitness, Inc.	Health & Fitness	www.mapmyrun.com	Yes	N/A	N/A	http://www.mapmyrun.com/privacy_policy/

24	Geocaching®	Groundspeak Inc.	Health & Fitness	geocoaching.com	No	Yes	N/A	http://www.geocaching.com/about/privacypolicy.aspx
25	Under Armour Record	Under Armour	Health & Fitness	record.underarmour.com	Yes	N/A	N/A	https://account.underarmour.com/privacy
TOP PAID HEALTH AND FITNESS ANDROID APPS as of April 7, 2016								
1	Sleep Cycle alarm clock	Northcube AB	Health & Fitness	www.sleepcycle.com	Yes	N/A	N/A	http://www.sleepcycle.com/privacy-policy.html
2	21 Day Container Tracker Fit	Cube Software Solutions Inc.	Health & Fitness	cubesoftwareolutionsinc.freshdesk.com	Yes	N/A	N/A	http://www.cubesol.com/privacy.html
3	Couch to 5K®	ACTIVE Network, LLC	Health & Fitness	www.active.com/mobile	Yes	N/A	N/A	http://www.activenetwork.com/information/privacy-policy
4	7 Minute Workout Challenge	Fitness Guide Inc.	Health & Fitness	www.7minworkoutapp.net	No	No	No	Not available
5	Baby Wonder Weeks Milestones	Domus Technica	Health & Fitness	www.thewonderweeks.com	No (applies only to website)	No (applies only to website)	No	https://www.thewonderweeks.com/privacy-policy/
6	Ref. Guide for Essential Oils	Abundant Health LLC	Health & Fitness	www.abundanthealth4u.com	No	No (applies only to website)	No	http://www.abundanthealth4u.com/terms_privacy.asp
7	Period Tracker Deluxe	GP International LLC	Health & Fitness	gpapps.com	Yes	N/A	N/A	https://gpapps.com/support/eula/
8	Twilight Pro Unlock	Urbandroid Team	Health & Fitness	www.twilight.urbandroid.org	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy

9	White Noise	TMSOFT	Health & Fitness	www.tmssoft.com	Yes	N/A	N/A	http://www.tmssoft.com/about/privacy/
10	Ultimate Food Value Diary	Fenlander Software Solutions Ltd	Health & Fitness	android.ultimatevaluediary.com	Yes	N/A	N/A	http://android.ultimatevaluediary.com/?page_id=33
11	21 Day Complete Reboot	The Modern Pen and Paper Compa	Health & Fitness	modernpenandpaper.com	No	No	No	Not available
12	Modern Essentials	AromaTools	Health & Fitness	www.aromatools.com	No	No (applies only to website)	No	http://www.aromatools.com/terms_privacy.asp
13	iTrackBites: Smart Weight Loss	ellisapps Inc.	Health & Fitness	www.ellisappsinc.freshdesk.com	Yes	N/A	N/A	http://www.ellisapps.com/mobileprivacy.html
14	C25K® - 5K Running Trainer Pro	Zen Labs Fitness	Health & Fitness	www.c25kfree.com	Yes	N/A	N/A	http://www.zenlabsfitness.com/privacy-policy/
15	21 Day Slimple - The Easy Fix!	The Modern Pen and Paper Comp	Health & Fitness	www.modernpenandpaper.com	No	No	No	Not available
16	The Fast Metabolism Diet	Penguin Random House LLC	Health & Fitness	www.penguinrandomhouse.com	Yes	N/A	N/A	http://www.penguinrandomhouse.com/privacy/
17	KetoDiet Basic	Compumaster Ltd	Health & Fitness	ketodietapp.com	No	No	No	Not available
18	Home workout MMA Spartan Pro	Arsutech	Health & Fitness	www.arsutech.com	No	No	No	Not available

19	CRON-O-Meter	Cronometer Inc.	Health & Fitness	www.cronometer.com	No	No (applies only to website)	No	http://cronometer.com/privacy/
20	Relax Melodies P: Sleep & Yoga	Ipnos Software	Health & Fitness	www.ipnossoft.com	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
21	Baby Connect (activity logger)	Seacloud Software	Health & Fitness	www.baby-connect.com	Yes	N/A	N/A	http://www.baby-connect.com/privacy
22	My Diet Coach - Pro	InspiredApps (A.L) LTD	Health & Fitness	www.mydietcoachapp.com	No	Yes	N/A	www.mydietcoachapp.com/#!/privacy-policy/c1711
23	Baby Sleep Unlock	Urbandroid Team	Health & Fitness	www.sleep.urbandroid.org	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
24	Sleep Lullaby Add-on	Urbandroid Team	Health & Fitness	https://sites.google.com/site/urbandroidteam	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
25	LexTwerkOut	LexTwerkout	Health & Fitness	http://www.lextwerkout.com/	No	No	No	Not available

* This app has added or removed a privacy policy or a link to that privacy policy since April 7-8, 2016. However, statistics in the report above reflect the data as of April 7-8, 2016.

Chart 3: Top Period-Tracking Apps

No.	App name	Developer	App Category	Free/Paid	Developer website	Is there access to a Privacy Policy or link at the App Store Listing Page?	If No Access from Listing page, is there a Privacy policy on the developer's website?	If no privacy policy available anywhere prior to download, is there an in-app privacy policy?	Privacy Policy URL
TOP iOS PERIOD-TRACKING HEALTH AND FITNESS APPS as of August 1, 2016									
1	Life - Period Tracker, Menstrual Cycle Calendar, Ovulation & Fertility Diary for Women's Health	Lovetap LLC	Health and Fitness	Free	http://www.lovetap.co/	Yes	N/A	N/A	http://www.lovetap.co/privacy/
2	Period Tracker Lite	GP Apps	Health and Fitness	Free	https://gpapps.com/	No	Yes	N/A	https://gpapps.com/support/privacy-policy/
3	Period Tracker Deluxe	GP Apps	Health and Fitness	Paid	https://gpapps.com/	Yes	N/A	N/A	https://gpapps.com/support/privacy-policy/
4	Clue: Period Tracker, PMS alerts and fertility &	BioWink GmbH	Health and Fitness	Free	http://helloclue.com/	Yes	N/A	N/A	http://www.helloclue.com/privacy.html

	ovulation calendar								
5	Eve by Glow - Sex, PMS & Period Tracker, Women's Health App	Glow	Health and Fitness	Free	https://glowing.com/	Yes	N/A	N/A	https://glowing.com/privacy
6	Period Diary (Period, Fertile & Ovulation Tracker)	nanobitsoftware.com	Health and Fitness	Free	http://nanobitsoftware.com/	No	No	No	Not available
7	Period Tracker - My Calendar	ABISHKING LIMITED.	Health and Fitness	Free	http://period-calendar.com/en/index.php	Yes	N/A	N/A	http://period-calendar.com/ios_privacypolicy.html
8	Period Diary Pro (Period, Fertile & Ovulation Tracker)	nanobitsoftware.com	Health and Fitness	Paid	http://nanobitsoftware.com/	No	No	No	Not available
9	Period Tracker (Fertility & Ovulation tracker and Period Calendar)	Sevenlogics, Inc.	Health and Fitness	Free	http://www.sevenlogics.com/mobile-apps/period-tracker.php	Yes	N/A	N/A	http://www.sevenlogics.com/privacy/

10	Period Tracker - Monthly Cycles, Menstrual Calendar & Ovulation / Fertility Diary	Deltaworks	Health and Fitness	Free	http://delworks.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/509623
11	Flo - Smart Period Tracker with Menstrual Cycle Calendar	IGGY Media LTD	Health and Fitness	Free	http://www.owhealth.com/en/	Yes	N/A	N/A	http://www.owhealth.com/privacy-policy.html
12	iPeriod Period Tracker Free - Menstrual Calendar	Winkpass Creations, Inc.	Health and Fitness	Free	http://www.winkpass.com/iperiod.html	Yes	N/A	N/A	http://www.winkpass.com/winkpass_eula.pdf
13	Pink Pad Period & Fertility Tracker Pro	Alt12 Apps, LLC	Health and Fitness	Free	https://pinkpadapp.com/pinkpad/home	Yes	N/A	N/A	https://pinkpadapp.com/pinkpad/home/privacy
14	Life+ Menstrual Cycle, Intimacy Tracker, Hormone Calendar &	Lovetap LLC	Health and Fitness	Paid	http://www.lovetap.co/	Yes	N/A	N/A	http://www.lovetap.co/privacy/

	Conception Calculator								
15	My Cycles Period and Ovulation Tracker	MedHelp	Health and Fitness	Free	http://www.medhelp.org/	No (applies only to website)	No (applies only to website)	Yes	http://www.medhelp.org/mobile/privacy.htm
16	Period Tracker - Menstrual Calendar & Ovulation / Fertility Diar	BHI Technologies, Inc.	Health and Fitness	Free	http://www.bhi-technologies.com/	No	No	No	Not available
17	Fertility Friend - Ovulation Calendar / Fertility Calculator & Period Tracker	Tamtris Web Services Inc.	Health and Fitness	Free	http://www.fertilityfriend.com/	Yes	N/A	N/A	http://www.fertilityfriend.com/m/privacy.html
18	iPeriod Period Tracker Ultimate / Menstrual Calendar	Winkpass Creations, Inc.	Health and Fitness	Paid	http://www.winkpass.com/iperiod.html	No	Yes	N/A	http://www.winkpass.com/winkpass_eula.pdf
19	Cycles - Period tracker with fertility calendar	Perigee	Health and Fitness	Free	http://perigee.se/	Yes	N/A	N/A	http://perigee.se/privacy-policy-for-cycles/

	and reminders for both of you.								
20	Menstrual Period Tracker - Ovulation Calculator, Menstruation and Pregnancy Calendar	EFRAC	Health and Fitness	Free	http://www.efrac.com/	Yes	N/A	N/A	http://www.efrac.com/mocalpriv.html
21	WomanLog Calendar	Pro Active App	Health and Fitness	Free	http://www.womanlog.com/	Yes	N/A	N/A	http://www.womanlog.com/privacy_policy
22	Period Calendar, Cycle Tracker	Emily Powell	Health and Fitness	Free	http://period-tracker.com/	No (applies only to website)	No (applies only to website)	No	http://period-tracker.com/cookie-policy/
23	Ovulation Calendar - A Monthly Cycles, Period Tracker, Menstrual and Fertility Diary	Dynadel	Health and Fitness	Paid	http://www.ovucalendar.com/	No	Yes	N/A	http://www.ovucalendar.com/ovulationcalendar-privacy.html
24	Spot On — A Period Tracker from Planned	Planned Parenthood Federation of America	Health and Fitness	Free	https://www.plannedparenthood.org/	Yes	N/A	N/A	https://www.plannedparenthood.org/privacy-policy

	Parenthood								
25	Maya - My Period Tracker (LoveCycle s)	Plackal Tech	Health and Fitness	Free	http://www.maya.live/	Yes	N/A	N/A	http://plackal.in/terms-and-privacy-policy/

TOP ANDROID PERIOD-TRACKING HEALTH AND FITNESS APPS as of August 1, 2016									
1	Period Tracker, My Calendar	Simple Design Ltd.	Health and Fitness	Free	http://period-calendar.com/en/index.php	Yes	N/A	N/A	http://period-calendar.com/privacypolicy.html
2	Period Tracker Deluxe	GP International LLC	Health and Fitness	Paid	https://gpapps.com/	No (app store links to EULA, not privacy policy)	Yes	N/A	https://gpapps.com/support/privacy-policy/
3	Flo Period & Ovulation Tracker	IGGY Media Ltd	Health and Fitness	Free	http://www.owhealth.com/en/	Yes	N/A	N/A	http://www.owhealth.com/privacy_policy.html
4	Period Tracker	GP International LLC	Health and Fitness	Free	https://gpapps.com/	No (app store links to EULA, not privacy policy)	Yes	N/A	https://gpapps.com/support/privacy-policy/
5	Eve by Glow - Period Tracker	Glow Inc.	Health and Fitness	Free	https://glowing.com/	Yes	N/A	N/A	https://glowing.com/privacy
6	Clue - Period Tracker	BioWink GmbH	Health and Fitness	Free	http://helloclue.com/	Yes	N/A	N/A	http://www.helloclue.com/privacy.html
7	Spot On - A Period Tracker	Planned Parenthood Federation of America	Health and Fitness	Free	https://www.plannedparenthood.org/	Yes	N/A	N/A	https://www.plannedparenthood.org/privacy-policy

8	Period Tracker Pro (Pink Pad)	Alt12 Apps, Inc.	Health and Fitness	Free	https://www.alt12.com/	Yes	N/A	N/A	https://www.alt12.com/privacy
9	My Days - Period & Ovulation™	Christian Albert Mueller	Health and Fitness	Paid	http://www.christian-albert-mueller.com/	No	No	No	Not available
10	Period Calendar Pro	Simple Design Ltd.	Health and Fitness	Paid	http://period-calendar.com/en/index.php	Yes	N/A	N/A	http://period-calendar.com/privacypolicy.html
11	Aunt Flo Period Tracker	Hey Lady LLC	Health and Fitness	Paid	http://auntfloapp.com/	No	No	No	Not available
12	My Cycles Period and Ovulation	MedHelp	Health and Fitness	Free	http://www.medhelp.org/	No (applies only to website)	No (applies only to website)	Yes	http://www.medhelp.org/mobile/privacy.htm
13	My Period Tracker / Calendar	Linchpin Health	Health and Fitness	Free	http://mptapp.com/	Yes	N/A	N/A	http://mptapp.com/privacy-policy/
14	Simple Period Tracker	Simpleperiodtracker	Health and Fitness	Free	Not available	No	No	No	Not available
15	LADYTIMER Period Tracker	Vipos Apps	Health and Fitness	Paid	http://ladytimer.com/android/	No (link is broken)	No (applies only to website)	No	http://ladytimer.com/privacy.html
16	Period Tracker	NorthPark.Android	Health and Fitness	Free	Not available	Yes	N/A	N/A	http://www.northparkapp.com/privacypolicy.html

Chart 4: Top Sleep Aid Apps

No.	App name	Developer	App Category	Free/ Paid	Developer website	Is there access to a Privacy Policy or link at the App Store Listing Page?	If No Access from Listing page, is there a Privacy policy on the developer's website?	If no privacy policy available anywhere prior to download, is there an in-app privacy policy?	Privacy Policy URL
TOP iOS SLEEP AID HEALTH AND FITNESS APPS as of August 1, 2016									
1	Good Morning Alarm Clock - Smart Sleep Cycle Tracker	Apalon Apps	Health and Fitness	Paid	http://www.apalon.com/good_mornings.html	yes	N/A	N/A	http://www.apalon.com/privacy_policy.html
2	White Noise Free: sounds for sleep and relaxation	TMSOFT	Health and Fitness	Free	http://www.tmssoft.com/white-noise/	Yes	N/A	N/A	http://www.tmssoft.com/about/privacy/
3	Relax Melodies: Sleep zen sounds & white noise for meditation, yoga and baby relaxation	iLBSoft	Health and Fitness	Free	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
4	sleep machine	SleepSoft LLC	Health and Fitness	Paid	http://www.sleepsoftllc.com/	No	No	Yes	Not available

5	sleep cycle alarm clock	Northcube AB	Health and Fitness	Free	https://www.sleepcycle.com/	Yes	N/A	N/A	https://www.sleepcycle.com/privacy-policy/
6	Rainy Mood - Rain Sounds for Sleep & Study	Plain Theory, Inc.	Health and Fitness	Paid	http://www.rainymood.com/	No	No	No	Not available
7	Sleep Pillow Sounds: white noise machine app	FITNESS22 LTD	Health and Fitness	Paid	http://www.clearskyapps.com/portfolio/sleep	Yes	N/A	N/A	http://www.fitness22.com/privacy
8	Rain Rain Sleep Sounds	Tim Gostony	Health and Fitness	Free	http://www.rainrainapp.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/7798518/full-legal
9	Sleep Pillow Sounds: white noise machine lite	FITNESS22 LTD	Health and Fitness	Free	http://www.clearskyapps.com/portfolio/sleep	Yes	N/A	N/A	http://www.fitness22.com/privacy
10	Shhh... Sleep in Seconds	Shhapp	Health and Fitness	Free	http://www.shhhlab.com/home.html	No	No	No	Not available
11	Sleep Watch - Automated sleep monitor using your watch	Bodymatter, Inc.	Health and Fitness	Paid	http://www.sleepwatchapp.com/	Yes	N/A	N/A	http://www.sleepwatchapp.com/privacy
12	Pillow: The sleep cycle alarm clock	Neybox Digital Ltd.	Health and Fitness	Free	https://neybox.com/pillow/	Yes	N/A	N/A	https://neybox.com/pillow/privacy-policy.html

	for sleep tracking								
13	Good Morning Alarm Clock - Free Sleep Cycle Tracker, Smart Alarm Clock and Sleep Timer	Apalon Apps	Health and Fitness	Free	http://www.apalon.com/good_mornings.html	Yes	N/A	N/A	http://www.apalon.com/privacy_policy.html
14	Relax Melodies Premium: Sleep zen sounds & white noise for meditation, yoga and baby relaxation	iLBSoft	Health and Fitness	Paid	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
15	Sleep cycle power nap	Northcube AB	Health and Fitness	Paid	http://www.northcube.com/	No (links to developer site)	No	No	Not available
16	noisil	Noisli Ltd	Health and Fitness	Paid	https://www.noisli.com/	Yes	N/A	N/A	https://www.noisli.com/terms
17	Relax Melodies Seasons Premium: Mix Rain, Thunderstorm, Ocean	iLBSoft	Health and Fitness	Paid	http://www.ipnossoft.com/	No	Yes	N/A	http://www.ipnossoft.com/privacy-policy/

	Waves and Nature Ambient Sounds for Sleep, Relaxation & Meditation								
18	Baby Shusher	Baby Shusher LLC	Health and Fitness	Paid	http://babyshusher.com/	No	No (applies only to website)	No	http://babyshusher.com/privacy-policy/
19	Sound Sleeper: relaxing sounds of nature and white noise for calming your baby to sleep	Michael Feignenson	Health and Fitness	Free	http://www.parents2parentsapps.com/	No	Yes	N/A	http://www.parents2parentsapps.com/privacy.html
20	SleepFan: MyFans - Sleep Aid with Recorder	Ultra Software Solutions, LLC	Health and Fitness	Paid	http://ussapps.squarespace.com/	No	No	No	Not available
21	Sleep Well Hypnosis - Meditation to Cure Chronic Insomnia with Guided Relaxation, White Noise & Ambient	Surf City Apps LLC	Health and Fitness	Free	http://surfcityapps.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/706781

	Sleeping Sounds								
22	SleepBot - Smart Cycle Alarm with Motion & Sound Tracker	SleepBot	Health and Fitness	Free	http://www.mysleepbot.com/	No	No	No	Not available
23	iFit Revolutionary fitness tracking for activity, sleep, nutrition, and workouts	ICON Health & Fitness, Inc.	Health and Fitness	Free	https://www.ifit.com/venue		N/A	N/A	https://www.ifit.com/privacypolicy
24	Sleep Time : Sleep Cycle Smart Alarm Clock Tracker, Insights Analysis, Better Soundscape	Azumio Inc.	Health and Fitness	Free	http://www.azumio.com/s/sleeptime/index.html	Yes	N/A	N/A	http://www.azumio.com/page/privacypolicy
25	Deep Sleep with Andrew Johnson	Michael Schneider	Health and Fitness	Paid	http://www.relaxationapps.com/	No	No	No	Not available

26	White Noise and Deep Sleep Sounds to Help You and Your Baby Sleep Better - Pro	Kitefaster	Health and Fitness	Paid	http://kitefaster.com/	Yes	N/A	N/A	http://kitefaster.com/privacy/privacy.html
27	Sleep Better – Smart Alarm Clock & Sleep Cycle Tracker	runtastic	Health and Fitness	Free	https://www.runtastic.com/en/apps	Yes	N/A	N/A	https://www.runtastic.com/in-app/iphone/appstore/privacy-policy
28	iSleep Easy - Meditations for Restful Sleep	Meditation Oasis	Health and Fitness	Paid	http://www.meditationoasis.com/	No	Yes	N/A	http://www.meditationoasis.com/app-support
30	Relax Sounds - Relaxing Nature & Ambient Melodies - Help for Better Sleep, Baby Calming, White Noise, Meditation & Yoga	VisualHype GmbH	Health and Fitness	Free	http://visualhype.net/projects	No	No	No	Not available

31	Relaxing Sounds - Sleep well, relieve stress with relaxation, keep calm and anxiety free, meditate and practice yoga with white noise background ambience	Sonotap	Health and Fitness	Free	https://sonotap.com/	Yes	N/A	N/A	https://sonotap.com/policy
32	Bed Time Sounds - White Noise Sleep Sounds for Baby, Yoga, Workout, and Meditation	Ellisapps Inc.	Health and Fitness	Paid	http://www.ellisapps.com/	Yes	N/A	N/A	http://www.ellisapps.com/mobileprivacy.html
33	White Noise HQ - Natural sounds to block noise, help sleep & focus	Phase4 Mobile	Health and Fitness	Free	http://www.whitenoisehqapp.com/	Yes	N/A	N/A	http://www.phase4mobile.com/privacy-policy/
34	Relax Melodies Oriental Meditation: White noise & sleep zen	iLBSOft	Health and Fitness	Free	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/

	sounds for relaxation, yoga and health								
35	Sleep Pulse 2 Motion - The Sleep Tracker for Watch	Spencer Brown	Health and Fitness	Paid	http://2032apps.com/	Yes	N/A	N/A	http://2032apps.com/sleep-pulse-privacy-policy.html
36	Alarm Clock Sleep Sounds Free: Guided Meditation for Relaxation Cycle, Hypnosis and insomnia	iLBSOFT	Health and Fitness	Free	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
37	Sleep++	Cross Forward Consulting	Health and Fitness	Free	https://david-smith.org/apps/	Yes	N/A	N/A	https://david-smith.org/sleep_privacy.html
38	Sleep Well Hypnosis PRO - Meditation to Cure Chronic Insomnia with Guided Relaxation, White Noise & Ambient Sleeping Sounds	Surf City Apps LLC	Health and Fitness	Paid	http://surfcityapps.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/706781

39	WebMD Baby: Feeding, Diaper, Sleep, and Growth Tracker for Infants	WebMD	Health and Fitness	Free	http://www.webmd.com/webmdbabyapp	Yes	N/A	N/A	http://www.webmd.com/about-webmd-policies/about-privacy-policy
40	Relaxia ~ Sleep aid, Relaxation & Yoga Meditation with Ambient Soundscapes inspired by Nature	App Holdings	Health and Fitness	Paid	http://www.appholdings.org/	No	No	No	Not available
41	Sleep Genius With Revive Cycle Alarm – Power Nap, Relaxation, Sleep Tracking	Sleep Genius LLC	Health and Fitness	Paid	http://sleepgenius.com/	No	No	No	Not available
42	White Noise and Deep Sleep Sounds to Help You and Your Baby Sleep Better - Free	Kitefaster	Health and Fitness	Free	http://kitefaster.com/	Yes	N/A	N/A	http://kitefaster.com/privacy/privacy.html

43	Deep Calm - Nature Sounds, Sleep Music, White Noise Help You Get Better Sleeping App	Imagination Unlimited	Health and Fitness	Free	Not available	No	No	No	Not available
44	sleepyti.me: Bedtime Calculator	Alaeddine Ghribi	Health and Fitness	Paid	https://plus.google.com/u/0/+AlaeddineGhribi/posts	No	No	No	Not available
45	SleepIQ	Select Comfort Coporation	Health and Fitness	Free	http://www.sleepnumber.com/	Yes	N/A	N/A	http://www.sleepnumber.com/sn/en/privacy-policy
46	Sleep Genius Baby: Calming Nap and Sleeping Music for Babies	Sleep Genius LLC	Health and Fitness	Paid	http://sleepgenius.com/	No	No	No	Not available
47	Digipill - Sleep, Relaxation and Mindfulness	YUZA	Health and Fitness	Free	http://digipill.com/	No (links to Terms & Conditions, not a privacy policy)	No	No	Not available
48	Relax Sounds PRO - Relaxing Nature & Ambient Melodies - Help for	VisualHype GmbH	Health and Fitness	Paid	http://visualhype.net/projects	No	No	No	Not available

	Better Sleep, Baby Calming & Insomnia								
49	ASMR: Sleep Aid	T-Logic	Health and Fitness	Paid	Not available	No	No	No	Not available
50	Sleep Sounds HQ: 600+ relaxing natural sounds & ambient white noise to help fall asleep	Phase4 Mobile	Health and Fitness	Paid	http://www.sleepsoundshq.com/	Yes	N/A	N/A	http://www.sleepsoundshq.com/privacy-policy/
51	FitnessFast - Daily fitness exercise workout weight and sleep tracker	Vmake Inc.	Health and Fitness	Paid	http://www.fitnessfastapp.com/	No	No	No	Not available
52	Sleep Cycle heart rate	Northcube AB	Health and Fitness	Paid	http://www.northcube.com/	Yes	N/A	N/A	http://www.northcube.com/privacy-policy-for-sleep-cycle-heart-rate/
53	BedTime Sleep Fan Sound Free - Relax With White Noise Sounds	Thang Nguyen	Health and Fitness	Free	http://www.victoideas.tech/	Yes	N/A	N/A	http://www.victoideas.tech/policies

54	Beddit Sleep Tracker	Beddit	Health and Fitness	Free	http://www.beddit.com/	Yes	N/A	N/A	http://www.beddit.com/privacy/
55	Oriental Relaxing Sounds - Sleep well, relieve stress with relaxation, keep calm and anxiety free, meditate and practice yoga with peaceful, healing and soothing ambient music	Sonotap	Health and Fitness	Free	https://sonotap.com/	Yes	N/A	N/A	https://sonotap.com/policy
56	Falling asleep - Mindfulness	Nardingconsulting	Health and Fitness	Paid	Not available	No	No	No	Not available
57	Sleepy Time!	David Shelechi	Health and Fitness	Paid	http://unimobisolutions.com/	No (applies only to website)	No (applies only to website)	No	http://unimobisolutions.com/
58	Clever Alarm Clock (Sleep Cycle Tracker)	Apirox, s.r.o.	Health and Fitness	Paid	http://www.apirox.com/	Yes	N/A	N/A	http://www.apirox.com/privacy_policy.php

TOP ANDROID SLEEP AID HEALTH AND FITNESS APPS as of August 1, 2016									
1	Sleep Cycle alarm clock	Northcube AB	Health and Fitness	Paid	http://www.northcube.com/	Yes	N/A	N/A	http://www.sleepcycle.com/privacy-policy.html
2	Relax Melodies: Sleep & Yoga	Ipnos Software	Health and Fitness	Paid	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
3	sleep lullaby add-on	Urbandroid Team	Health and Fitness	Paid	https://sites.google.com/site/urbandroidteam/	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
4	Baby Sleep Unlock	Urbandroid Team	Health and Fitness	Paid	https://sites.google.com/site/urbandroidteam/	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
5	Deep Sleep with Andrew Johnson	HiveBrain Software	Health and Fitness	Paid	http://www.relaxingapps.com/	No	No	No	Not available
6	Calm - Meditate, Sleep, Relax	Calm.com, Inc.	Health and Fitness	Free	www.calm.com	Yes	N/A	N/A	https://www.calm.com/privacy/
7	Relax Melodies: Sleep & Yoga	Ipnos Software	Health and Fitness	Free	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
8	iSleep Easy Sleep Meditations	Meditation Oasis	Health and Fitness	Paid	http://www.meditationoasis.com/app-support	No	Yes	N/A	http://www.meditationoasis.com/app-support
9	White Noise Baby Sleep Sounds	AMICOOLSOFT	Health and Fitness	Free	Not available	No	No	No	Not available

10	Shhh...Sleep in Seconds	Investov	Health and Fitness	Free	http://www.shhhlab.com/	No	No	No	Not available
11	Baby Sleep Instant	Urbandroid Team	Health and Fitness	Free	https://sites.google.com/site/urbandroidteam/	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
12	mySleepButton	CogSci Apps Corp.	Health and Fitness	Paid	http://mysleepbutton.com/support/	Yes	N/A	N/A	http://cogsciapps.com/privacy-web.html
13	Relax Meditation: Sleep Sounds	Ipnos Software	Health and Fitness	Free	http://www.ipnossoft.com/	Yes	N/A	N/A	http://www.ipnossoft.com/privacy-policy/
14	SleepBot - Sleep Cycle Alarm	Sleepbot	Health and Fitness	Free	http://mysleepbot.com/	No (links to terms of service, internal link to privacy policy link is broken)	No (links to terms of service, internal link to privacy policy link is broken)	No	http://mysleepbot.com/legal
15	Sleep Better with Runtastic	Runtastic	Health and Fitness	Free	https://www.runtastic.com/	Yes	N/A	N/A	https://www.runtastic.com/en/privacy-policy
16	Rain Sounds - Sleep Ambiance	Loopray	Health and Fitness	Free	http://www.loopray.com/	No	No	No	Not available
17	SleepIQ	Free Sleep Number by Select Comfort	Health and Fitness	Free	http://www.sleepnumber.com/	Yes	N/A	N/A	http://www.sleepnumber.com/sn/en/privacy-policy
18	Sleep Time+ Smart Alarm Clock	Azumio Inc.	Health and Fitness	Paid	http://azumio.com/s/sleeptime/index.html	No	Yes	N/A	http://azumio.com/page/privacypolicy

19	Nature Sounds for Sleep	Sound Oasis	Health and Fitness	Paid	http://www.soundoasis.com/	No	No	No	Not available
20	Sleep Well Hypnosis Pro	Surf City Apps	Health and Fitness	Paid	http://surfcityapps.com/	Yes	N/A	N/A	https://www.iubenda.com/privacy-policy/706781
21	Sleep Time Smart Alarm Clock	Azumio Inc.	Health and Fitness	Free	http://www.azumio.com/	No	Yes	N/A	http://azumio.com/page/privacypolicy
22	Sound Sleep Deluxe Edition(MT)	iMobLife Software Inc.	Health and Fitness	Paid	http://downloadandroid.info/	No	Yes	N/A	http://downloadandroid.info/company/privacy-policy/
23	Rain Rain Sleep Sounds	Tim Gostony	Health and Fitness	Free	http://www.rainrainapp.com/	No	Yes	N/A	https://www.iubenda.com/privacy-policy/7798518/full-legal
24	Sweet Sleep for Relaxing Sleep	Pinkaide	Health and Fitness	Free	http://www.pinkaide.com/	No	No	No	Not available
25	Relax and Sleep for everyone	LuckyStar69	Health and Fitness	Free	https://relax-chromotherapy.blogspot.it/	No	No	No	Not available
26	Sleep Calculator	Thinkpozitive	Health and Fitness	Free	https://sleep-calculator.com/	No	No	No	Not available
27	Sleep As Android - Gear Add-on	Urbandroid Team	Health and Fitness	Free	https://sites.google.com/site/urbandroidteam/	Yes	N/A	N/A	https://sites.google.com/site/urbandroidteam/privacy
28	Nature Sounds	Zodinplex	Health and Fitness	Free	Not available	No	No	No	Not available

	Relax and Sleep								
29	JOHNSON'S® BEDTIME™ Baby Sleep	Giantsky	Health and Fitness	Free	http://www.giantsky.com/	No	No	Yes	Not available
30	Nature Sounds Relax Sleep Pro	Zodinplex	Health and Fitness	Paid	Not available	No	No	No	Not available
31	Blue Sleep Therapy	BrazeN Apps LLC	Health and Fitness	Paid	https://brazenapps.com/	Yes	N/A	N/A	https://brazenapps.com/blue-sleep-therapy/privacy-policy-blue-sleep-therapy/
32	iSleep Easy Meditations Free	Meditation Oasis	Health and Fitness	Free	http://www.meditationoasis.com/	No	Yes	N/A	http://www.meditationoasis.com/app-support
33	Relax & Sleep Well Hypnosis	Diviniti Publishing Ltd	Health and Fitness	Free	https://www.hypnosisaudio.com/pages/faqs	No (applies only to website)	No (applies only to website)	No (applies only to website)	https://www.hypnosisaudio.com/pages/privacy

ABOUT THE FUTURE OF PRIVACY FORUM

The Future of Privacy Forum (FPF) is a catalyst for privacy leadership and scholarship, advancing responsible data practices in support of emerging technologies. FPF is based in Washington, DC, and includes an advisory board comprised of leading figures from industry, academia, law, and advocacy groups.



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