Privacy Under Siege: Data Leakage and Tracking in Mobile Applications

Ms. Priyanka Kanire and Ms. Sadhana Vishwakarma
Research Students
Dr. Ambedkar Institute of Management Studies and Research, Nagpur, India
jayantgondane27@gmail.com

Abstract: *Today mobile has become integral part of human life. The increasing usage of mobile applications has provided the great convenience and personalization in fact it has transform the relation of human with technology. However, this revolution in mobile applications and related technology introduced new complications such as breaches of data privacy, user trekking. Mobile apps often gather, send, and keep sensitive information for users without adequate transparency or consent. This research examines the phenomenon of data leakage and tracking in mobile applications by analyzing the technologies that enable them, stakeholder motivations, and the adequacies of legal and technological remedial mechanisms. Based on case studies and thorough literature review, this work attempts to fill the gap in the existing privacy frameworks by suggesting an integrated approach of balance between policy and enforcement, technology, and user self-education. This research focuses on the mobile ecosystem to privacy-centric systems that allow users to have control over their data, following the principles of minimalism, reduction, ethical practices of software.*

Keywords: Mobile privacy, data leakage, user tracking, mobile applications, third-party SDKs, privacy regulation, data security