

Presentation

[Business](#), [Marketing](#)



Reading for Meaning Article 29 Working Party Guidelines for Apps on Smart Devices – Belgium of work: Lorenz

What is the main thesis or point of the work?

The main thesis in this article is based on the need to offer clarification on the collection and the use of personal information through the use of smart devices and Apps within the European countries.

How does the author support his/her thesis? What do they say?

The author supports his thesis by outlining some of the specific ways through which the protection of the privacy of users of smart devices can be ensured. Some of the strategies include transparency, free and meaningful consent, security measures to protect personal data as well as purpose limitation and data minimization.

Does the work rely on facts, opinion, or both? Explain. Be specific when making your point.

The article is based on opinion as it draws cases that touches on personal experiences and views. The paper does not offer data, diagram and verified information which further confirms that is purely an opinion. The author has also indicated in the opening paragraph of the article that “ the opinion considers that data controllers processing information from apps on smart devices..” which proves that is it purely an expression of opinion.

Can you detect bias or a strong viewpoint in the writing? What is it?

I have not detected any bias opinion in the article.

Do you agree with the author’s viewpoint? Explain.

I fully agree with the viewpoint of the author because the article is specific

on matters of privacy on the use of Apps on smart devices and the need to have the companies involved in their development to come up with privacy protection initiatives.

How does this article relate to the industry?

The article relates to the industry as it touches on the use of Apps and smart devices.