



Nine out of ten popular mobile games ignore user privacy, Usercentrics study reveals

Mobile game publishers not aligned with mobile industry's evolution towards consent, despite premium brands and ad networks increasingly insisting on using only compliant data

18th April 2023, Munich: A new study by [Usercentrics](#), a global leader in the field of Consent Management Platforms (CMP), reveals that 90% of mobile games fail to comply with privacy regulations, leaving millions of gamers without any control over how their personal data is used.

"Despite the threat of large fines for noncompliance and consumers' increasing desire to have control of their personal data, it's clear from the study that most mobile game developers are still putting profit over privacy," said Valerio Sudrio, Global Director of Apps Solutions at Usercentrics.

"The app stores, ad networks and premium brand advertisers are pushing the industry towards an inevitable consent-based future, and developers and publishers need to realize that compliant data (personal data + consent) will be their most valuable asset going into that future."

The study examined a significant sample of 269 top iOS and Android games, specifically those with at least 150,000 daily active users. The data was collected using the auditing tool [Apptopia](#). The results showed that a vast majority of mobile games in EMEA (~94%) and in North America (~86%) collect personal data without obtaining user consent. This finding indicates a violation of both the European Union's General Data Protection Regulation (GDPR) and ePrivacy Directive.

The study's results demonstrate that mobile game developers are not aligned with the broader trend in the mobile industry towards a consent-based approach to data collection. For instance, Apple introduced its App Tracking Transparency (ATT) system last year, which enables users to have more control over their data and privacy. Similarly, Google is currently developing its own system. Furthermore, obtaining user consent is crucial for



revenue generation, as [40% of players](#) reported they would uninstall a game if they had concerns regarding their data privacy.

One reason why the majority of mobile game publishers and developers haven't implemented consent in a smart way may be concerns that it will negatively affect their games' revenue. However, with premium brands and ad networks increasingly insisting on using only compliant data, game developers need to embrace consent to future-proof monetization strategies for in-app advertising (IAA).

Download the full *Data Privacy in Mobile Games Report* [here](#).

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About Usercentrics

Usercentrics is a global market leader in the field of Consent Management Platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve compliance with global privacy regulations while facilitating high consent rates and building trust with customers.

Usercentrics believes in creating a healthy balance between data privacy and data-driven business, delivering solutions for every size of enterprise. Cookiebot CMP is our plug-and-play SaaS, our App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements.

Usercentrics is active in more than 180 countries, with 2000+ resellers and handles more than 100 million daily user consents.

Learn more on usercentrics.com