



Privacy Public Policy Positions

Qualcomm invents new technologies to benefit people, enterprises, and society, and information collected from devices can greatly assist our development. We believe that the collection of information should promote trust, respect individuals' privacy, and be based upon a foundation of responsible security and privacy practices. Our efforts to implement and enable responsible privacy and data security practices are informed by our [privacy guiding principles](#).

We have also taken the following positions on public policy issues related to privacy:

Respecting Individuals' Privacy: Qualcomm believes deeply in the importance of preserving the confidentiality of communications and the security of electronic devices. We have therefore invested heavily in helping to secure mobile devices and communications. Moreover, Qualcomm has adopted a privacy-by-design approach which aims to minimize and address potential privacy issues during the early phases of product and service creation. Regulatory mandates, however, for specific design processes in privacy or security should be avoided to allow companies to develop internal processes that best interoperate with each companies' culture and market requirements.

Respect for Context: Privacy and data protection laws and regulations should be flexible by considering the context in which personal information is collected or used. Not all personal information poses the same privacy risks and regulations should account for the degrees of risk. Context includes: (i) the sensitivity of the data, (ii) how the data is used or shared, (iii) the proportionality between the type of data being collected and the functionality of the product or service being offered, (iv) the relationship between the consumer and the entity collecting the information, and (v) consumers' existing understanding of data collection and use practices. We believe that context-based rules (a.k.a. risk-based rules) would help avoid over regulation while preventing the misuse or unauthorized disclosure of personal information that creates a likelihood of harm to the individual.

Coexistence of Data Protection and Privacy Approaches: Privacy and data protection laws vary greatly around the world. Between jurisdictions, some laws directly conflict while others pose inconsistent obligations. While complete uniformity is unrealistic, legislative bodies should strive for globally harmonized and interoperable privacy and data protection laws to the greatest extent feasible.

Stimulating Innovation: Policymakers should recognize the importance of innovative technologies for society and the economy when developing privacy and data protection laws and regulations. Policies should strive to create a competitive environment by attracting and rewarding innovation.

Technology, Service, Platform and Business Model Neutrality: Privacy and data protection laws, regulations and standards must be technology, platform, and business model neutral. Policies that require a specific technology or technological specifications for meeting privacy or data protection regulations should be avoided. On the other hand, where policymakers desire to regulate a particular use of technology or particular collection or use of data, policymakers should avoid regulating an overly broad scope that will likely have unintended consequences on other technologies or services.