



Firefox OS

***UNLEASH
THE FUTURE***





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The Future of Mobile Privacy

A joint initiative by Deutsche Telekom and Mozilla





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Increasingly, more users are accessing the Internet from mobile devices than from desktops, especially in emerging markets.

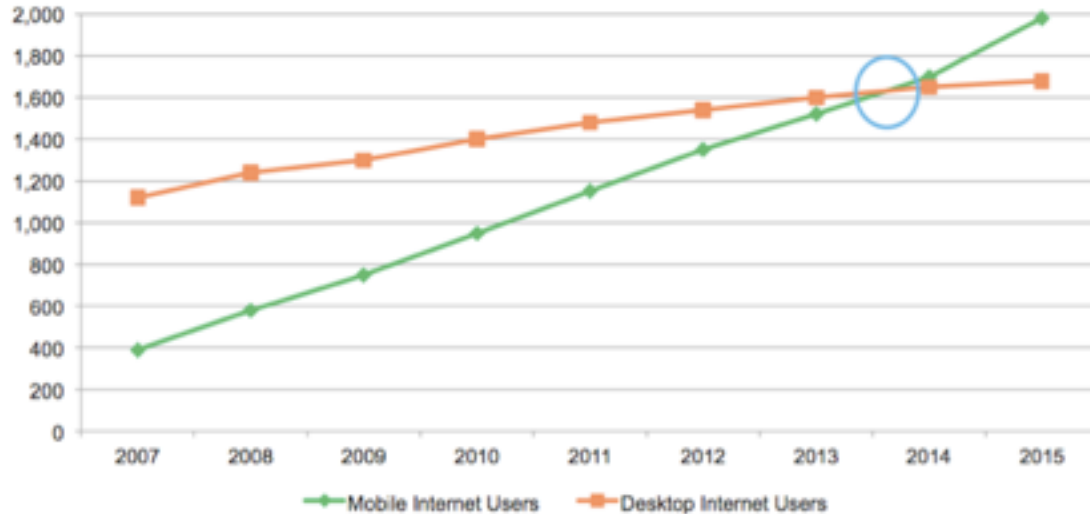


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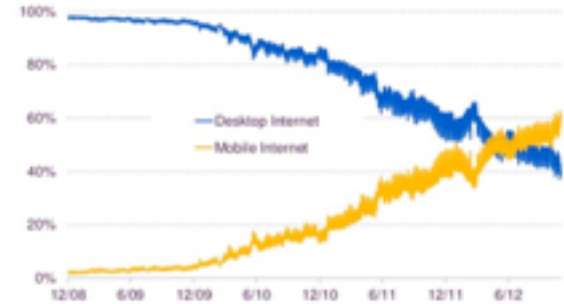
Mobile Web Usage Growing

Forward Projection: Mobile Web Browsing vs. Desktop Web Browsing (2007-2015)

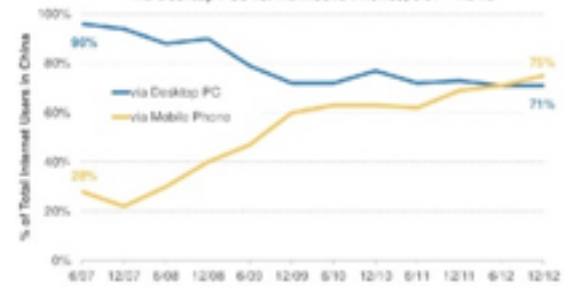


Source: Mary Meeker, Morgan Stanley

India Internet Traffic by Type, Desktop vs. Mobile, 12/08 – 11/12



% of Chinese Internet Users Accessing the Web via Desktop PCs vs. via Mobile Phones, 6/07 – 12/12





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Mobile devices *feel* personal. We take them everywhere, share them, misplace them.... They are often stolen, hard to secure, and expose us to new forms of tracking.

What's concerning users?



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Our research indicates users have spectrum of concerns related to privacy, security, trust and safety, starting with control over one's device and the apps and services they use everyday.

Privacy has to be “pragmatic”



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- Users want personal info to be safe and secure, especially when a device is lost or stolen.¹
- Users want to know their info will not be inadvertently exposed to family, friends, employers or the government.¹
- Theft of devices, resulting in loss of personal data, is common problem in emerging markets.²
- Users want controls, but want help in setting up and managing their devices and info.³

“The mobile phone has almost become like my credit card.”²

[1] Mozilla User Research Study, May 2013

[2] Mozilla Marketing Study, August 2013

[3] Deutsche Telekom User Research Study, November 2013



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How do we give users more control over their devices, as well as increase overall trust and safety in the mobile ecosystem?



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Deutsche Telekom and Mozilla are launching **“The Future of Mobile Privacy”** to devise simple, effective, and user-driven privacy functionality for mobile devices.

Solving for basic users first



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Control over
Personal Device



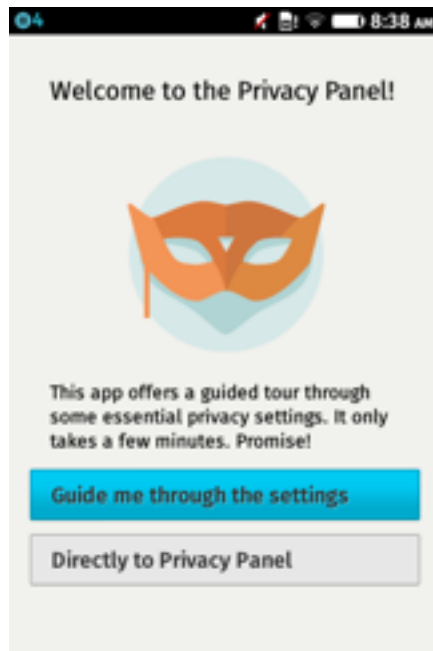
- Simple set up and configuration
- Lost / stolen devices
- Geolocation privacy
- Controlling apps
- Sharing devices with friends and family

New features expand on existing privacy and security options in Firefox OS

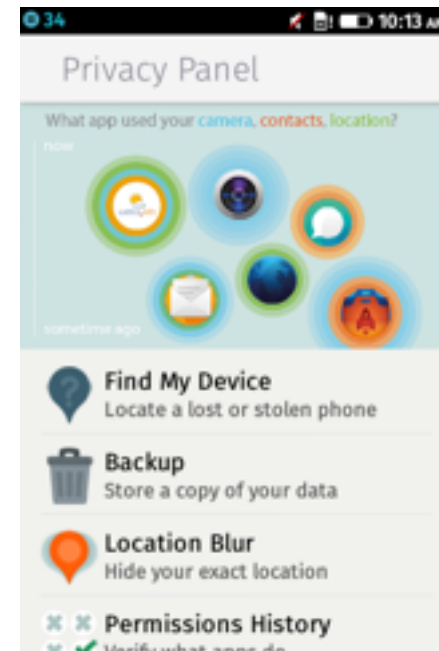
Privacy Panel App

Two modes are offered:

1) First-time setup with a guided tour



2) Direct access to summary of privacy settings



Privacy Panel App, cont.

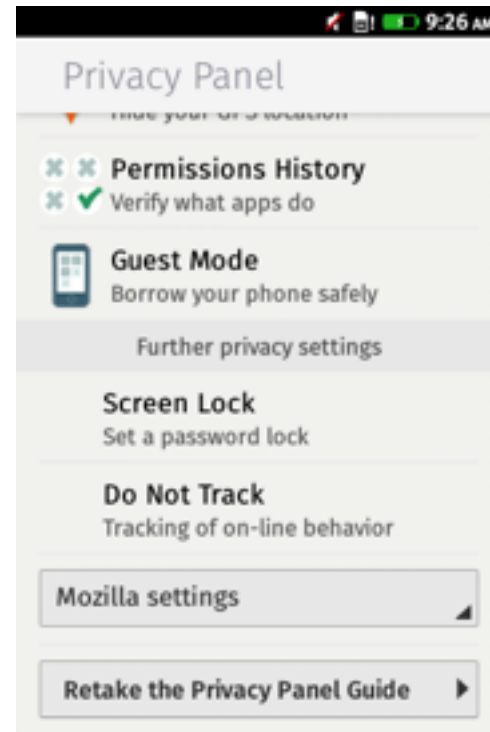
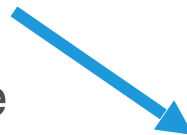


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A user may choose:

- to follow recommended default privacy settings
- to set their own preferences while guided through the relevant privacy settings





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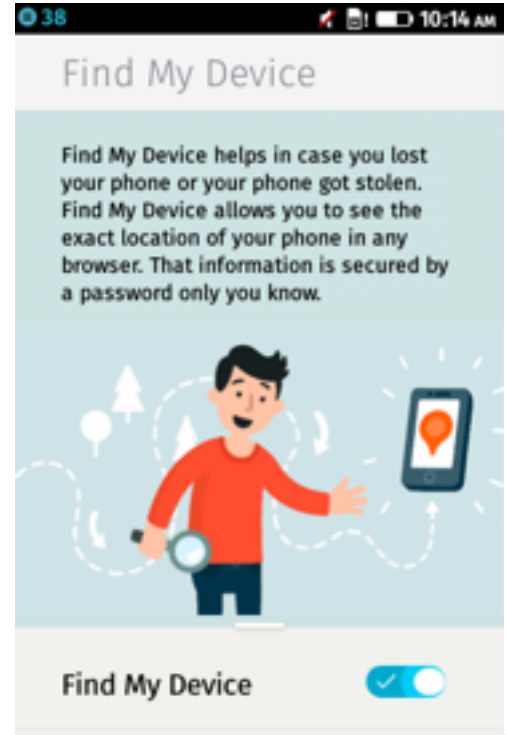
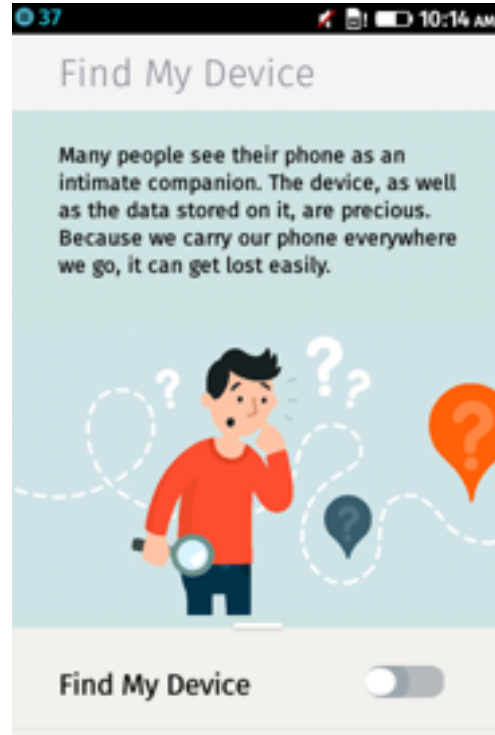
Let's take a tour!



Find My Device

Where is my phone??

Locate and track device through a remote device management service.



Remote Wipe

*My phone is missing
and I don't want
anyone to access my
data.*

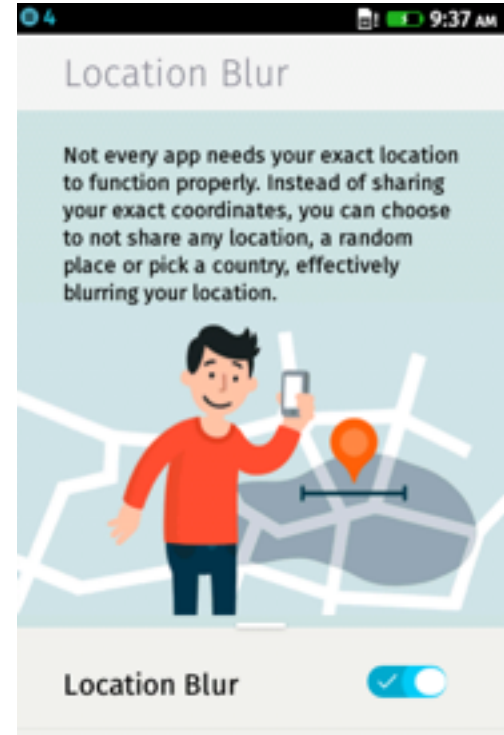
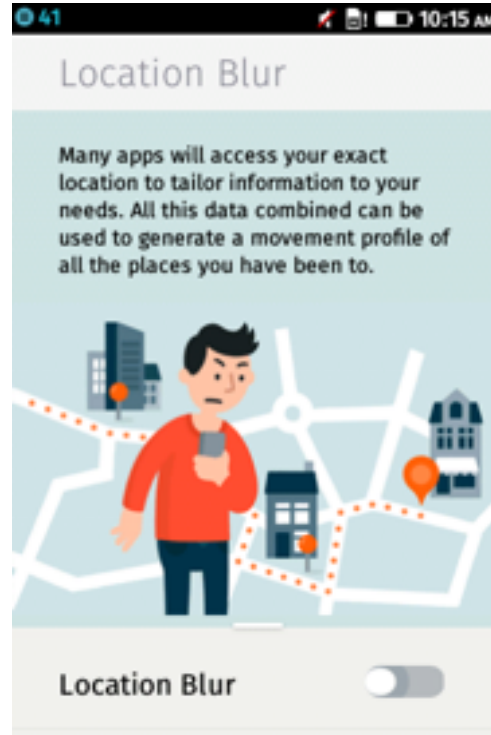
Protect sensitive info by
enabling Remote Wipe to
delete data from device.



Location Blur

Why do I need to share my exact location with my weather app?

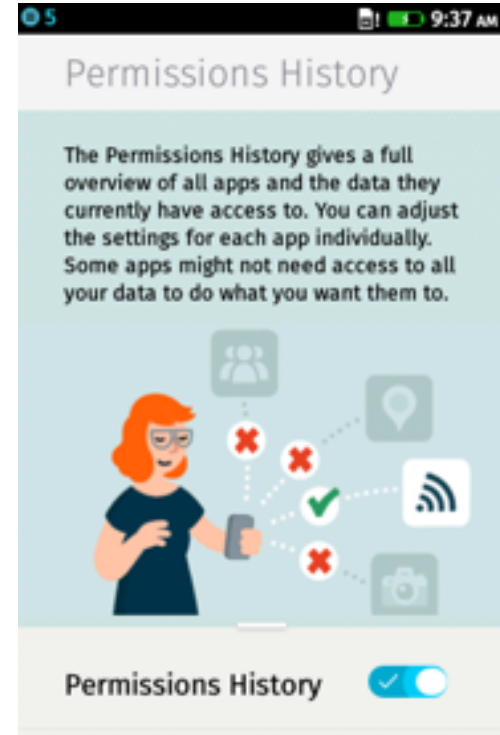
Blur location to country level or to random location in world when exact location is not necessary.



Permissions History

Which apps are accessing data on my phone?

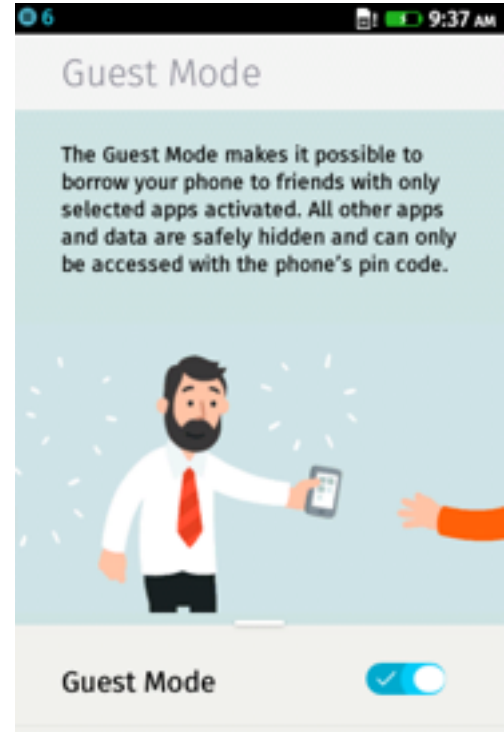
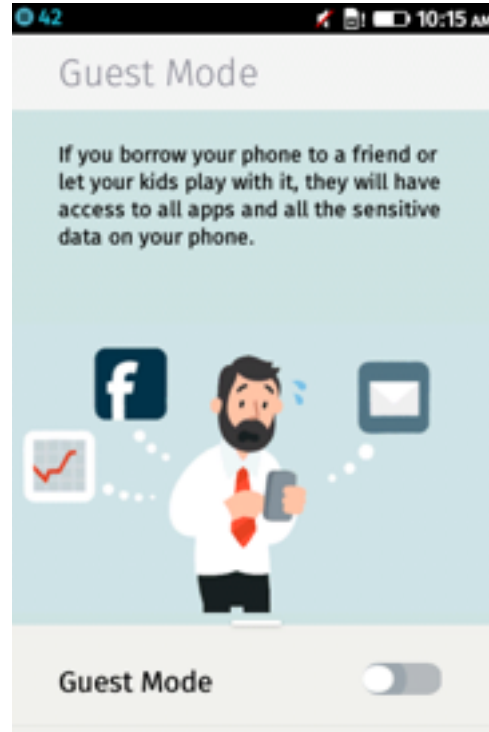
See list of apps that have accessed your data and change the setting for each individual app.



Guest Mode

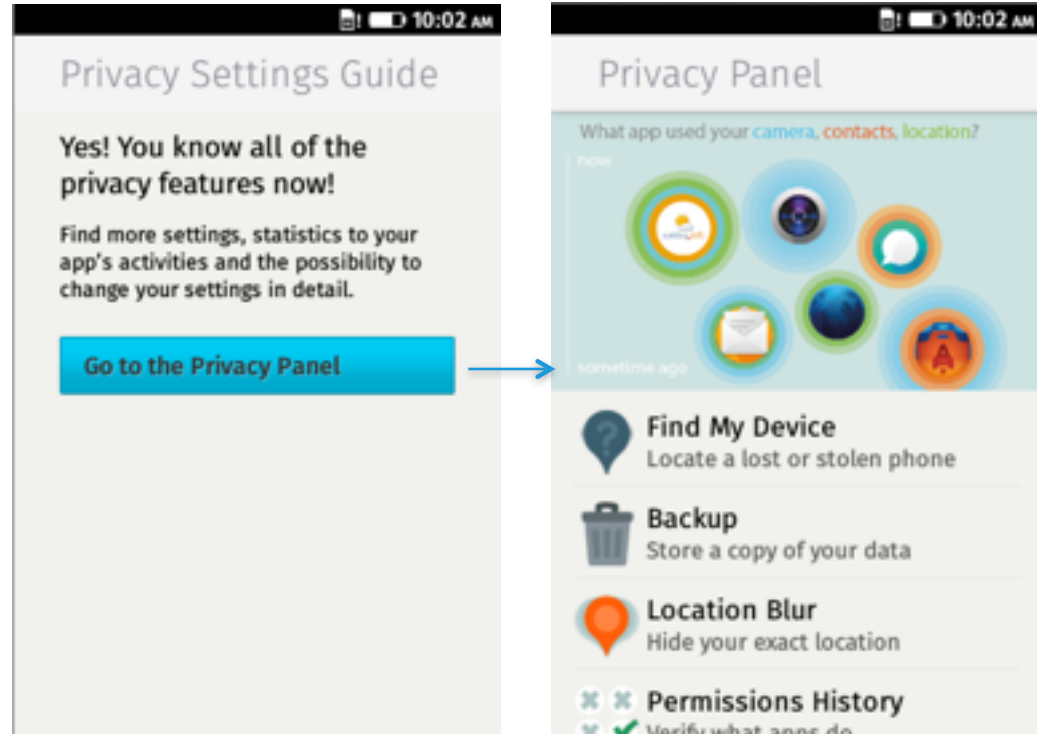
I want to share my device, but not my private info.

Limit visibility and access to apps of your choice and securely allow someone else to use your device.



Complete guided tour

Once you have explored various privacy concepts and options in detail, you can go to the Privacy Panel and manage all the features from one place.





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Next steps:

Several functions of the showed prototype are still on their way into the next releases of firefox OS.



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We invite you to get involved

Contact us

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Upcoming events:

We are planning a developer event at the beginning of next year !

