



# Short Overview of Data Ecosystem and Data Flows

## CalPrivacy Info Session

April 30, 2026

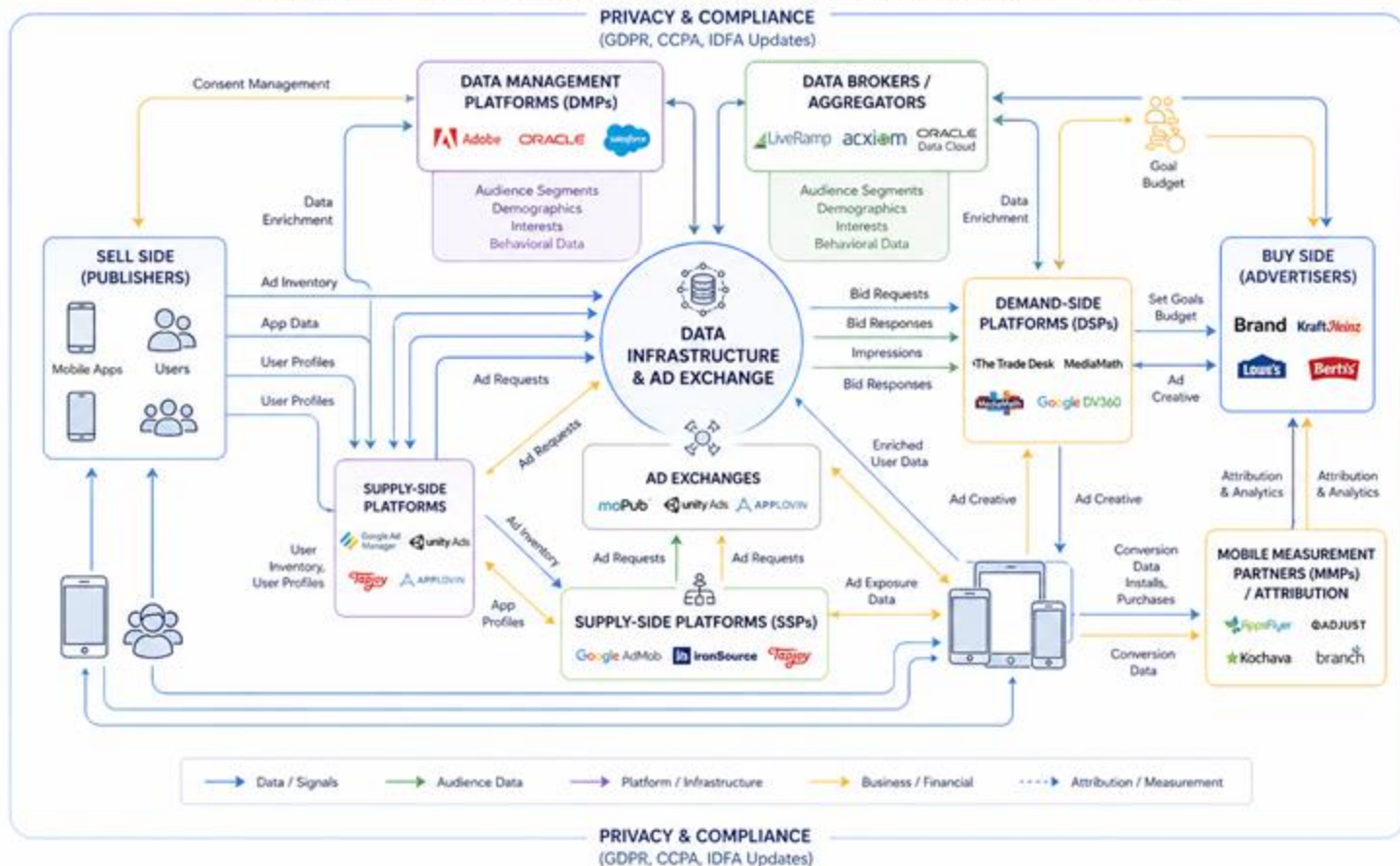
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- 01 **The Pieces:** App Ecosystem, Data Brokers, SDKs
  - 02 **Key Risk Points:** Data leakage, Misalignment/Misunderstandings, Bridging
  - 03 **Examples:** FTC vs Kochava
  - 04 **Q&A?**

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# 01 The Pieces

# THE COMPLEXITY OF THE MOBILE ADS DATA ECOSYSTEM

Many actors, many data flows, and many connections across the mobile advertising ecosystem





### **Apps**

- Software running on smartphones and similar devices
- Built for specific user functions
- Commonly integrate third-party SDKs



### **SDKs**

- Developer toolkits for building app functionality
- Provide pre-built features (e.g., analytics, ads)
- Configurable and used across many apps

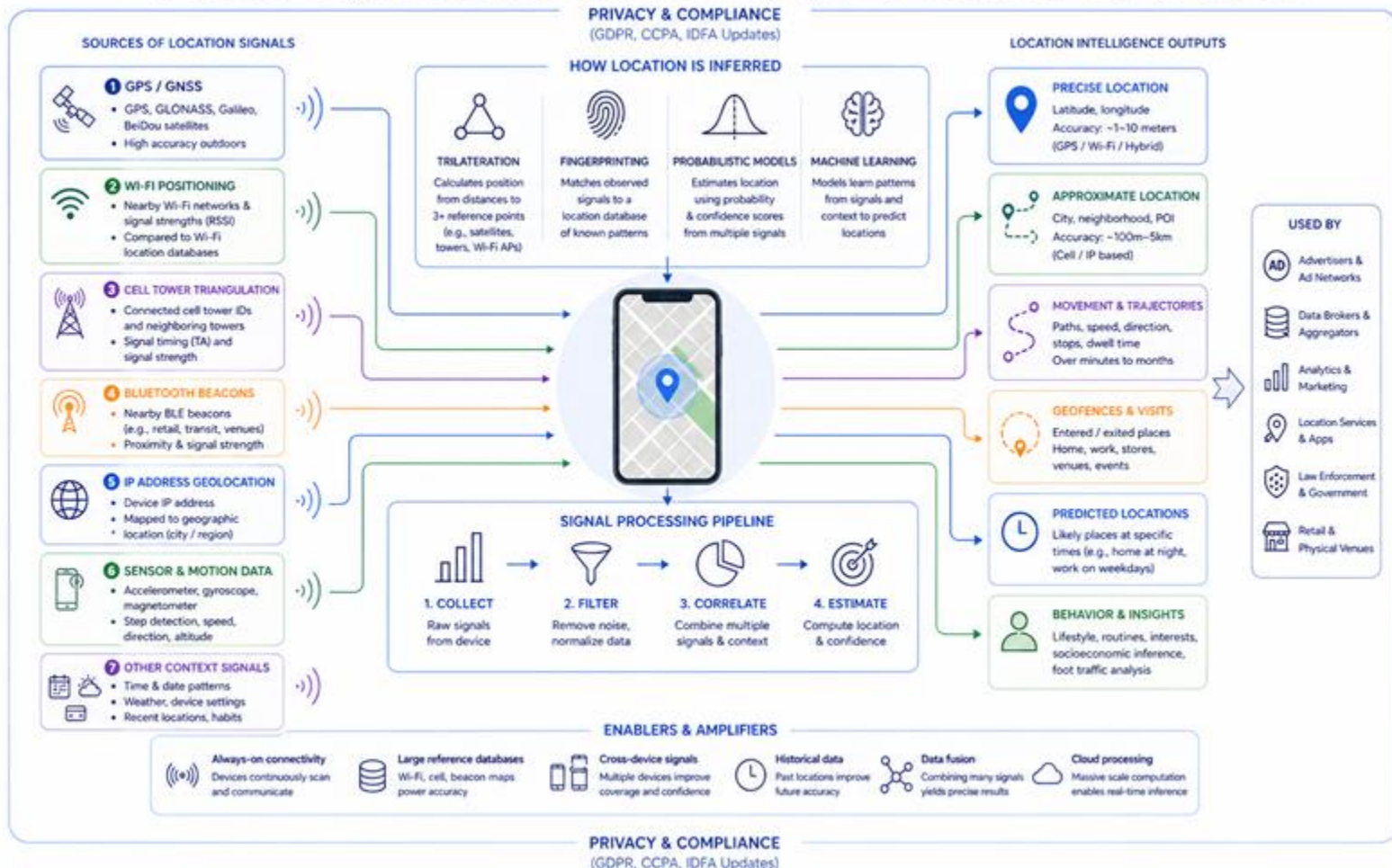


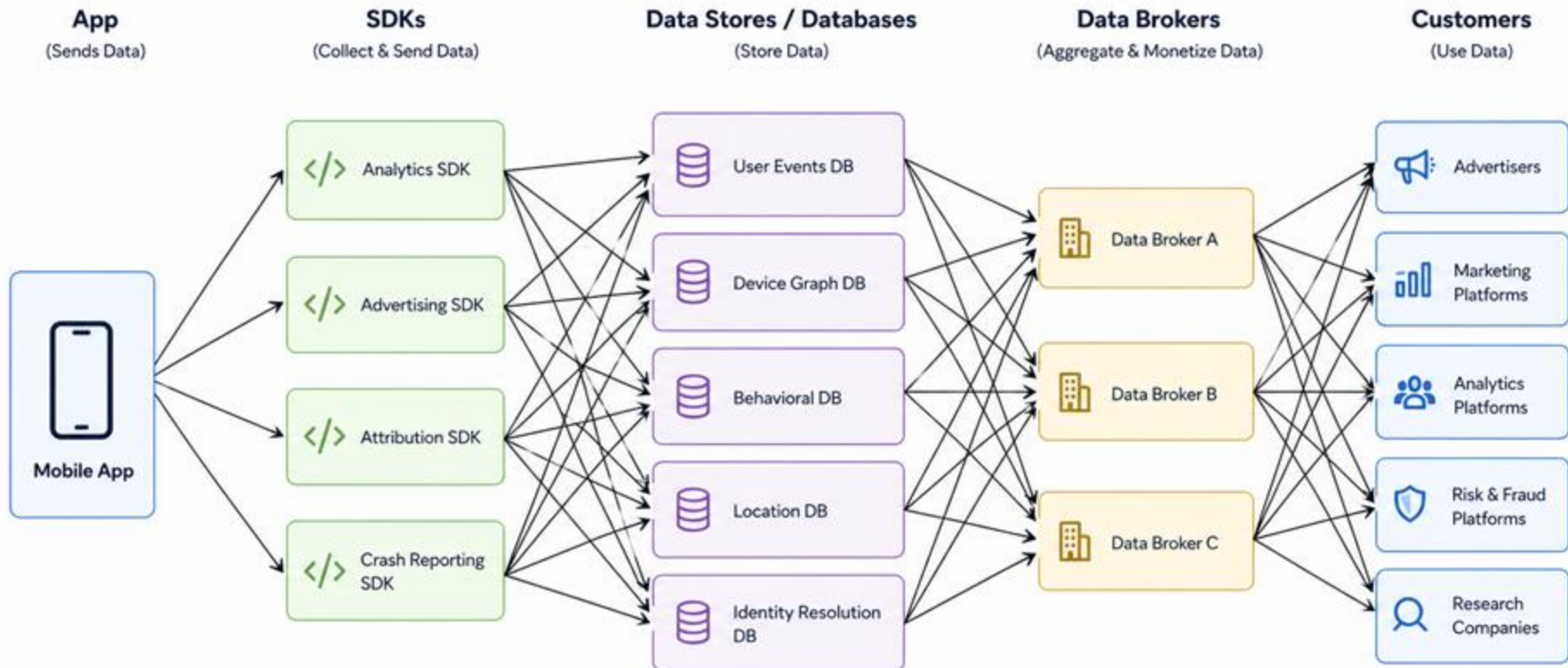
### **Data Brokers**

- Collect and aggregate personal and digital data
- Combine data from apps and other sources
- Monetize data via selling, licensing, or sharing

# MANY WAYS LOCATION CAN BE INFERRED FROM MOBILE DEVICES

Mobile devices emit signals and data that can be combined in many ways to infer where a device is—and where it has been.





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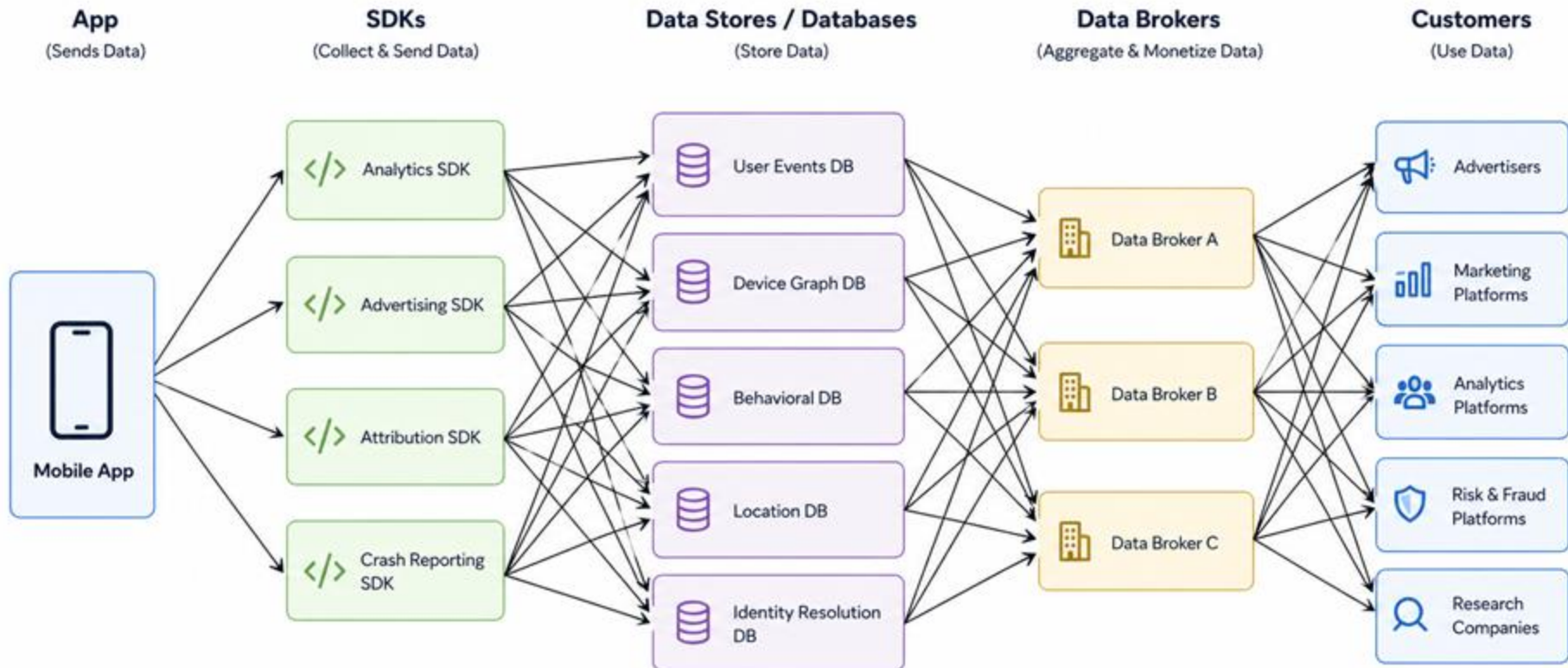
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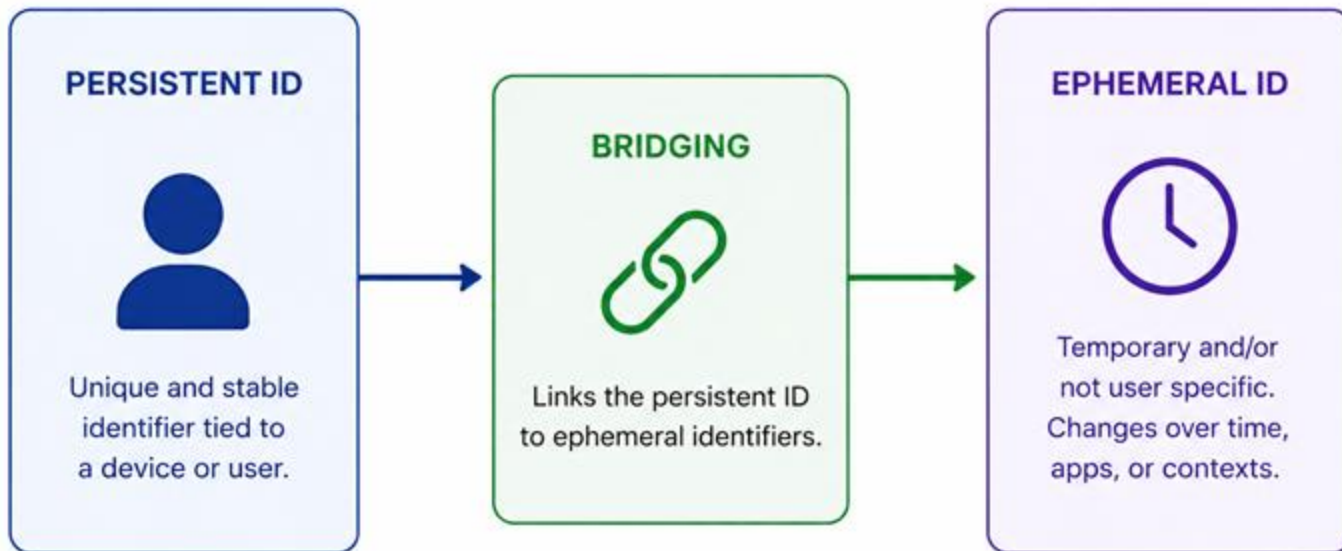
# Key Risk Points

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## Key Risk Points

- Misalignment/Misunderstandings
- Data Leakage
- Bridging





Bridging links a persistent unique identifier to ephemeral identifiers.

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03

# Examples

## FTC vs Kochava

- Widely used SDK in many apps
- Used for analytics, tracking and attribution
- Also collected sensitive data (e.g. geolocation)
- Data sold to third parties without the users knowledge

Q&A

