

# The App Store Freedom Act Puts Consumers' Privacy and Security at Risk

Consumers currently enjoy the freedom to choose the app ecosystem that they prefer. However, Congress is currently considering legislation – the App Store Freedom Act (ASFA) – that would remove that flexibility, all while dismantling the security and privacy safeguards that Americans rely on. By compelling operating systems to open their doors to unknown third-party app stores with unverified safety standards, the bill would effectively nullify the privacy safeguards that shield users from dangerous apps and opaque data collection practices.

The App Store Freedom Act not only disrupts a model that benefits consumer welfare and competition, but it also strips away the consistent safety requirements that American consumers and businesses rely on to secure sensitive information. While the bill claims to promote competition, ASFA would result in greater exposure to fraud and weakened privacy protections, ultimately creating a less innovative and dynamic digital ecosystem that would harm small developers and leave American consumers worse off.

## Here is what experts are saying about ASFA's threats to Americans' digital privacy and security:

Industry and policy experts agree that ASFA would undermine app security and privacy by stripping platforms of the flexibility needed to respond to evolving threats. At the same time, they warn the bill would harm, not help, consumers by increasing exposure to fraud, unsafe apps, and weaker data protections.

- [Matthew Schruers, CCIA](#)
  - “The App Store Freedom Act would hinder mobile ecosystems’ efforts to protect users from dangerous apps and other security risks. Businesses require flexibility to respond to dynamic threats and micromanaging software distribution would undermine that goal.”
- [Morten Skroejer, SIIA](#)
  - “ASFA would limit many of the strong online protections consumers depend on to safeguard their private data and sensitive information. Without these guardrails, users risk being exposed to dangerous and fraudulent apps with weaker data protections and opaque collection practices.”
- [Mark Jamison, American Enterprise Institute](#)

- “[ASFA] would entangle private innovation in political agendas, reduce the ability of platforms to compete on experience and security, and grant favored developers the power to rewrite the rules for everyone else.”
- [Sean Heather, U.S. Chamber of Commerce](#)
  - “Consumer protection is really about addressing business practices (like fraud and deception) that harm consumers, not regulating methods of competition that might harm less competitive rivals. Cloaking a competition bill in ‘consumer protection’ is unprecedented and can lead to serious abuse in the near future.”
- [Aden Hizkias, Chamber of Progress](#)
  - The bill would disrupt that system. The bill opens the door for third-party app stores to set their own rules or have none at all. The privacy and safety requirements that currently apply to official stores would no longer extend to every app on a device.
- [Jennifer Huddleston, Cato Institute](#)
  - “Unfortunately, if policymakers were to successfully pursue the type of regulations in the name of competition seen in proposals like ASFA, not only would it diminish the benefits of the app stores, but it could also make using them risky business from a privacy and security perspective.”