

**FOR IMMEDIATE RELEASE**

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## **AG Balderas Announces Lawsuit Against Tech Giants Who Illegally Monitor Child Location, Personal Data**

### *Google, Twitter, Tiny Lab among Companies Who Unlawfully Market to Children*

*Albuquerque, NM* - Today, Attorney General Hector Balderas, sued a group of tech companies for illegally tracking children online. The suit, filed against Google, Twitter, Tiny Lab Producciones, MoPub, AerServ, InMobi PTE, AppLovin and IronSource, alleges the apps designed by Tiny Lab Producciones and marketed by Google in its Play Store are targeted at children and contain illegal tracking software. Federal law makes it illegal to collect personal data from children under 13 without parental consent. This illegal data collection allows Defendants, and whoever they sell this data to, to track, profile, and target millions of children nationwide.

“These apps can track where children live, play, and go to school with incredible precision,” said Attorney General Hector Balderas. “These multi-million-dollar tech companies partnering with app developers are taking advantage of New Mexican children, and the unacceptable risk of data breach and access from third parties who seek to exploit and harm our children will not be tolerated in New Mexico.”

The Attorney General’s Office has a long history of protecting children from online dangers such as online predators and child exploitation, and this lawsuit seeks to prevent those types of crimes before they happen. Once data about a child has been illegally collected and stored, that data is now accessible not only to advertisers seeking to make money but also to those looking to harm children. Data breaches are an ever-present risk, and collecting information about children that allows a person to track their movements creates a risk that this data will fall into the wrong hands or wind up on the dark web.

As technology advances, more and more children are gaining access to the internet and the internet of things. These games, downloaded from the internet and connected to the internet during and sometimes even after play, pose a unique risk to children. Parents should be aware of these risks and should know how to protect their children before purchasing an internet connected device for their children. Parents should be extremely selective of the apps they choose for their children. Other than eliminating app or device use, there is no 100% effective way to protect against this type of data collection. In addition to being selective about apps they download, here are some tips for limiting a child’s exposure.

- Limit the time your child spends on the device and make sure apps are fully closed when they are done being played.
- Limit ad tracking via settings and reset advertising identifiers. Set a weekly time to check the settings on your child’s device to make sure nothing has changed.
- Use apps that are not ad-supported.
- Put device in airplane mode.

See attached for a list of apps identified in our complaint. Also click [here](#) for a step-by-step guide on how to follow our tips.

# # #

# **EXHIBIT 1**

The following 91 apps (“Gaming Apps”) are developed by Tiny Lab. The Gaming Apps are or have been participants in Google’s Designed for Families (DFF) program, with the exception of the five labeled with an asterisk (\*).

1. Angry Bunny Race: Jungle Road
2. Arctic Roads: Car Racing Game
3. Automatron Galaxy Wars: Transform, Shoot and Drive
4. Baby Toilet Race: Cleanup Fun
5. Battleship of Pacific War: Naval Warfare
6. Bike Race Game: Traffic Rider of Neon City
7. Bike Race: Speed Racer of Night City
8. Bike Racing Show: Stunt & Drag
9. Car Games: Neon Rider Drives Sport Cars
10. Chhota Bheem Speed Racing\*
11. Christmas Games: Santa Train Simulator
12. Christmas Snow Racing\*
13. Cute Robotic Racing - Future Ccars
14. Desert Rally Trucks: Offroad Racing
15. DexLand
16. Dino World Speed Car Racing
17. Dinosaur Park Train Race
18. Dragon Fight: Boss Shooting Game
19. Dragon Panda Racing
20. Elite SWAT Car Racing: Army Truck Driving Game
21. Emergency Car Racing Hero
22. Extreme Car Driving: Race of Destruction
23. Fast Ambulance Racing - Medics!

24. Fast Cars: Formula Racing Grand Prix
25. Fire Fighters Racing: Fireman Drives Fire Truck
26. Forest Truck Simulator: Offroad & Log Truck Games
27. Fun Kid Bubble Pop\*
28. Fun Kid Racing
29. Fun Kid Racing - Jungle Cars
30. Fun Kid Racing - Madagascar
31. Fun Kid Racing - Motocross
32. Fun Kid Racing - Safari Cars
33. Fun Kid Racing - Stickman Mode\*
34. Fun Kid Racing City Builder
35. Fun Kid Racing Dinosaurs World
36. Fun Kid Racing Magic Forest
37. Fun Kids Train Racing Games
38. Fun School Race Games for Families
39. GummyBear and Friends speed racing
40. Halloween Cars: Monster Race
41. Halloween Town Racing
42. Happy Easter Bunny Racing
43. Ice Road Truck Driving Race
44. Interactive Police Car Racing
45. Jet Car Power Show: Max Speed Race
46. Jet Truck Racing: City Drag Championship
47. Jungle Monster Truck Adventure Race
48. Jungle Motocross Extreme Racing
49. Mad Road: Apocalypse Moto Race
50. Magic Circus Festival

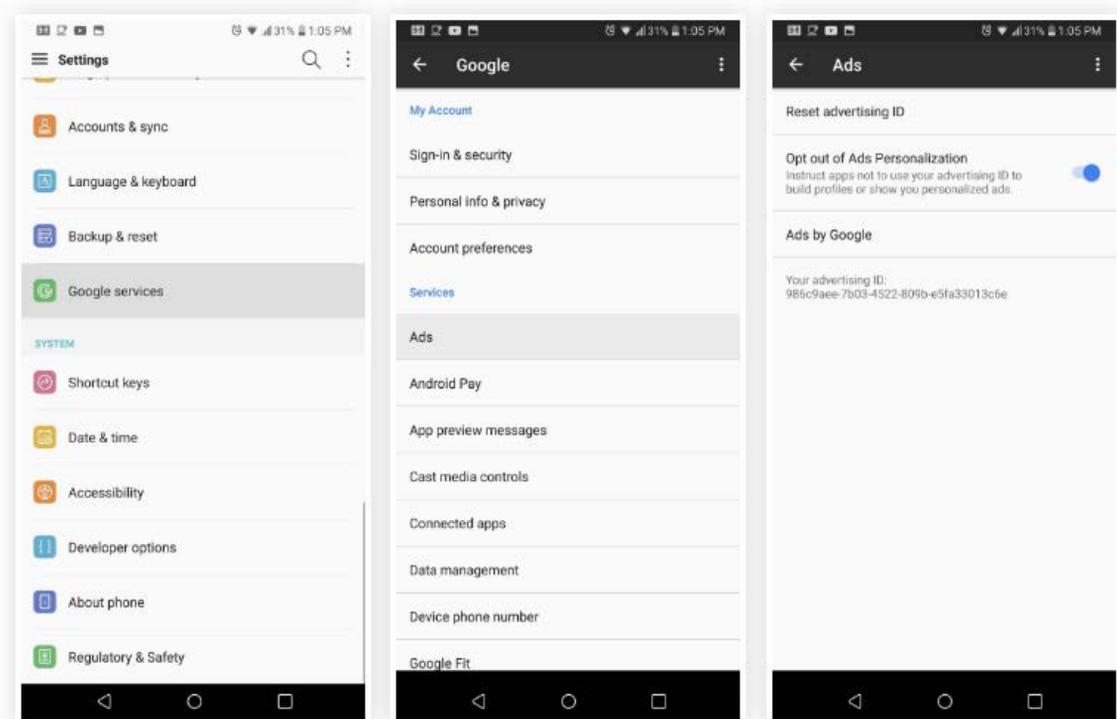
51. Magic Elf Fantasy Forest Run
52. Mini Tanks World War Hero Race
53. Monster Bike Motocross
54. Monster Truck Police Racing
55. Monster Truck Racing
56. Monster Truck Winter Racing
57. Monster Trucks Action Race
58. MotoCross - Police Jailbreak
59. Motocross Games: Dirt Bike Racing
60. Motocross Kids - Winter Sports
61. Motorcycle Racer - Bike Games
62. Night City: Speed Car Racing
63. Paradise Island Summer Fun Run
64. Pet Friends Park Racing
65. Pirate Ship Shooting Race
66. Prehistoric Run Racing
67. RC Toy Cars Race
68. RollerCoaster Fun Park
69. Run Cute Little Pony Race Game
70. Safari Motocross Racing
71. Skater Boys - Skateboard Games
72. Slice the Cheese
73. Space Race - Speed Racing Cars
74. Sports Bikes Racing Show
75. Sports Cars Racing: Chasing Cars on Miami Beach
76. Summer Car Racing - Australia
77. Superheroes Car Racing

78. SUV Safari Racing: Desert Storm Adventure
79. Sweet Candy Racing
80. Tank Race: WW2 Shooting Game
81. Tractor Hill Racing
82. Tropical Island Boat Racing
83. Truck Driving Race US Route 66
84. Western Train Driving Race
85. Wild West Race
86. Windy Way\*
87. Winter Racing - Holiday Fun!
88. Winter Wonderland Snow Racing
89. Zombie Shooter Motorcycle Race
90. Zombie Shooting Race Adventure
91. Zombie Survival Games: Pocket Tanks Battle

# How to Limit Ad Tracking – Android/Google Mobile Devices\*

## Step 1: Opt out of Ad Tracking

To start, head to your phone's main Settings menu, then scroll down and select the "Google" option. Depending on your OEM skin, this entry may not be on the main page, but you can use the search feature at the top of the Settings menu to find it. From there, choose "Ads," then enable the switch next to "Opt out of Ads Personalization."



Now, your advertising ID won't be used by apps on your phone to build advertising profiles based on your usage. Enabling this setting will also prevent apps from displaying targeted ads. You are still tracked by Google, but random ads are shown instead.

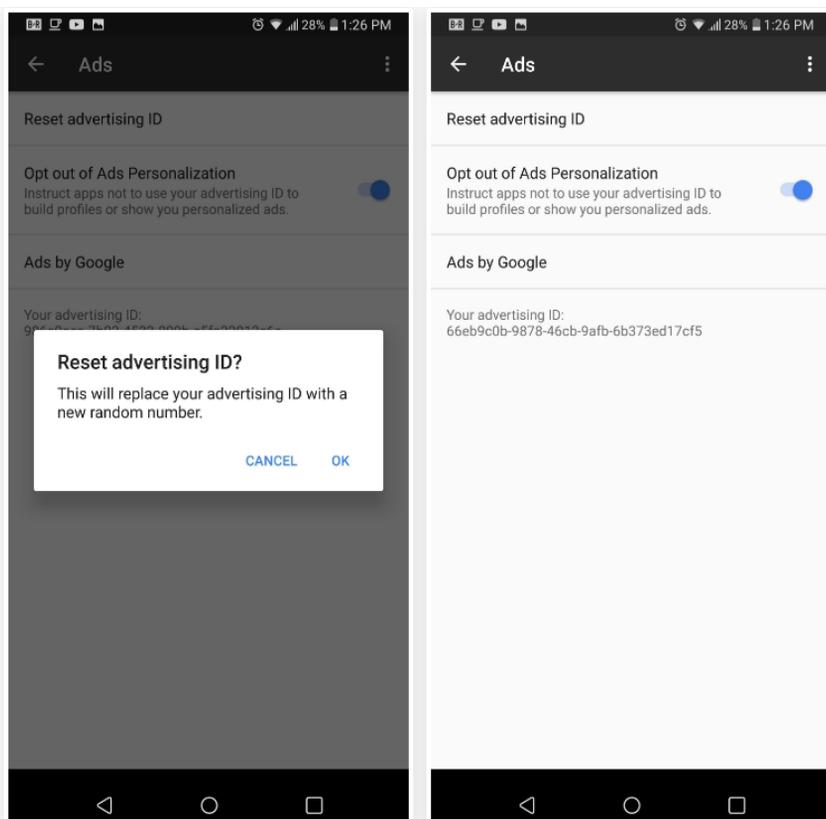
\*Please note that this guide incorporates information obtained from device manufacturer websites, industry experts, and other sources. This information is not endorsed by any device manufacturer and is provided here for educational purposes only.

# How to Reset Advertising ID – Android/Google Mobile Devices

## Step 2: Reset Your Advertising ID

For additional protection, you can reset your advertising ID. By resetting your ID, you will remove the data that was already collected from your app and internet usage, but this isn't a permanent solution. The database of tracked information will simply return to zero, then new data will be collected using a new advertising ID. NOTE: This will not prevent all tracking, as many apps and advertising networks track you using other identifiers that cannot be reset.

Above the “Opt out of Ads personalization” setting in the same Google menu depicted in Step 1, you'll find an option labeled “Reset advertising ID.” When you tap this, your advertising ID (which is shown below the list of options) will change to a new ID.

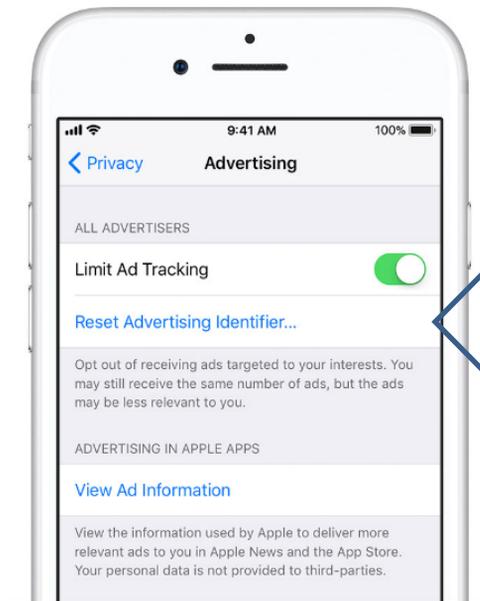


Depending on the frequency in which you reset your ID, you can minimize the amount of data collected about you. For example, if you reset your advertising ID daily, collected information is limited to 24 hours. Since Google will still track your ID even if you opt out of personalized ads, we strongly recommend resetting your ID on a weekly basis at minimum.

# How to Limit Ad Tracking and Reset Advertising ID – Apple Mobile Devices

## On your iPhone, iPad, or iPod touch

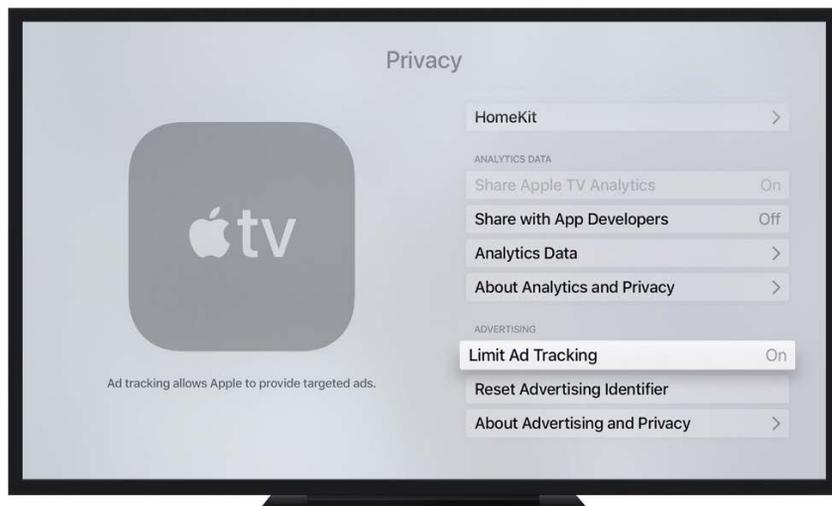
1. Go to Settings > Privacy > Advertising.
2. Turn on Limit Ad Tracking.



Reset your advertising identifier by hitting this.

## On your Apple TV

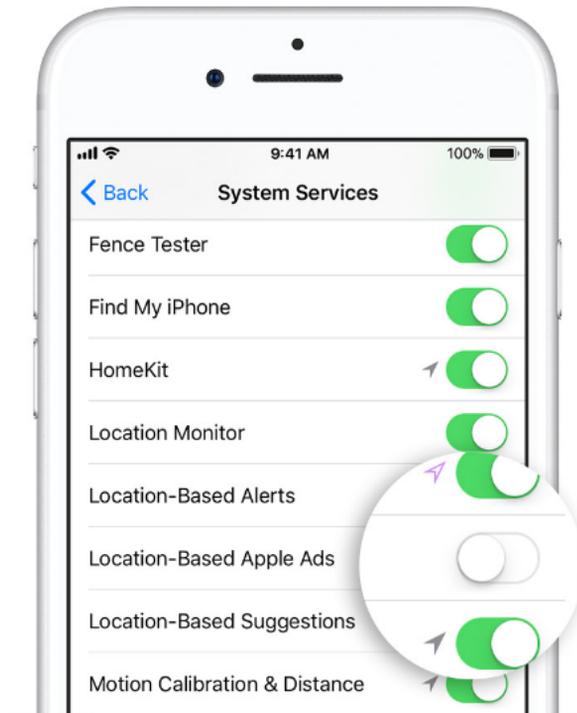
1. Go to Settings > General > Privacy.
2. Turn on Limit Ad Tracking.



# How to Limit Ad Tracking – Apple Mobile Devices

## Turn off location-based ads

1. Go to Settings > Privacy > Location Services > System Services.
2. Turn off Location-Based Apple Ads.



# How to Limit Ad Tracking – Windows Mobile Devices

## Interest-based ads in Windows

In your Windows Settings, you can turn off interest-based ads that appear in apps on this device. You'll still see ads, but they won't be interest-based anymore.

Windows 10

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Windows 8.1

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If you have a Windows mobile device



Go to **Settings** 

Tap on **Privacy** 

Tap on Advertising ID, and then turn off 'Let apps use my advertising ID for experiences across apps'.

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# How to Limit Ad Tracking – Blackberry Devices

For Blackberry Messenger (BBM) and devices running Blackberry OS or Windows OS visit:

<https://salesforce.services.blackberry.com/webforms/unsubscribe/index.php>

and enter your Blackberry ID-associated e-mail address:



## Update Marketing Permissions

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- > Special offers
- > Events and more

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For Blackberry devices running Apple iOS or Google Android, follow the Apple or Google instructions contained on previous pages.