**Online, App Privacy Top of Mind for Consumers**

A survey of more than 1,000 consumers by API management platform Axway found that 74% of respondents believe Apple and other technology firms should prevent brands from tracking their online activity and 80% say mobile apps should require proactive consent for tracking.

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[*https://www.mediapost.com/publications/article/363096/most-us-consumers-are-concerned-about-app-privac.html*](https://www.mediapost.com/publications/article/363096/most-us-consumers-are-concerned-about-app-privac.html)

*Image credit:*

[*https://www.komando.com/wp-content/uploads/2020/09/privacy-apps.jpg*](https://www.komando.com/wp-content/uploads/2020/09/privacy-apps.jpg)