



Privacy Mechanism for Mobile Web Applications

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Potential of Web Platform

As smartphone market grows, many people have interests in application store such as Apple's AppStore and Google's Android Market. However, a variety of smartphone OS would be another source of trouble to both developers and operators who consider one or more smartphone OSs. Therefore, we feel all the more keenly the importance of cross platform which enables developers to write once and deploy everywhere.

In essence Web technology provides OS independent execution environment. With the advance of Web technology such as the introduction of HTML5 and the enhancement of JavaScript engine, we meet the potential of web applications, which will replace the role of native applications gradually. Also, WAC(Wholesale Applications Community) will promote the use of web technologies to enable developers to write a single application which can run across multiple mobile device platforms, which is similar to JIL(Joint Innovation Lab) case.

Importance of Privacy Mechanism

Basically, the mobile web application runtime engine gives the same user experience as native applications by providing device APIs to access device resources such as contacts, location, calendar, etc. As device resources include private information, privacy becomes critical issue in mobile web application ecosystem.



SK Telecom has developed the mobile web application runtime engine, based on WebKit engine, for a wide variety of smartphones. We also consider some privacy and policy mechanisms to protect users' private information as follows:

- 1) Privacy mechanism: How to protect users' private information
- 2) Policy mechanism: How to control developers' rights to use device APIs

Also, our policy mechanism should consider how to control crashed or malfunctioned web applications.

We have confidence that privacy mechanism plays an important role in mobile web application ecosystem.