The Office of the Data Protection Commissioner has participated in a global investigation organised through the Global Privacy Enforcement Network into apps and websites targeting children.

The targeted Sweep is the GPEN's third, and it took place between 11th May and 15th May 2015. The theme was selected after various regulators identified children as a key area of focus, given the proliferation of websites and mobile apps targeted at, or popular among, children — a 'vulnerable demographic'.

The ODPC said: "We know from previous privacy sweeps that many mobile apps and websites collect a great deal of personal information. Apps and websites geared at young audiences raise privacy concerns related to the types of personal information being collected on these platforms."

Sweepers assessed whether the apps and websites examined collected personal information from children and if so, whether protective controls existed to limit that collection.

They also looked at whether the websites and apps sought parental involvement, whether they allowed users to be redirected off the site, whether they made it easy to delete personal information and whether privacy communications are tailored to the age group through approaches such as simple language, large print, audio and animation.

The participating authorities had the discretion as to whether to focus on locally developed apps/websites, or those from...