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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 43739-2024

**Data security technology - Audit and management guide for
personal information processing normativeness of mobile
internet applications in App stores**

数据安全技術 應用商店的移動互聯網應用程序（App）個人信息處理規範性審核
與管理指南

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Foreword

This document is in accordance with the provisions of GB/T 1:1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting: Please note that some of the contents of this document may involve patents: The issuing organization of this document does not assume the responsibility for identifying patents: This document was proposed and coordinated by the National Cybersecurity Standardization Technical Committee (SAC/TC260): This document was drafted by: China Mobile Communications Group Co., Ltd., China Electronics Technology Standardization Institute, National Computer Network Emergency Response Team Technical Processing Coordination Center, Beijing University of Posts and Telecommunications, China Cyberspace Research Institute, Huawei Technologies Co., Ltd., OPPO Guangdong Mobile Communications Co., Ltd: Ltd:, Beijing Xiaomi Mobile Software Co., Ltd:, Beijing Baidu Netcom Technology Co., Ltd:, Beijing Douyin Information Service Co., Ltd:, Beijing Kuaishou Technology Co., Ltd:, Beijing Sankuai Online Technology Co., Ltd:, Vivo Mobile Communications Co., Ltd:, the Third Research Institute of the Ministry of Public Security, China Network Security Full Review Technology and Certification Center, China Electronics Technology Group Corporation No:

15 Research Institute, Ant Technology Group Co., Ltd:, Changyang Technology (Beijing) Co., Ltd:, Beijing Times Xinwei Information Technology Co., Ltd:, Zhengzhou Xindajiean Information Technology Co., Ltd:, Wuhan An Tian Information Technology Co., Ltd: and Beijing Zhizhangyi Technology Co., Ltd: The main drafters of this document are: Zhang Bin, Qiu Qin, He Yanzhe, Liao Jianxin, Yuan Jie, Zhang Feng, Xu Sijia, Du Xuetao, Liu Shenglan, Zhao Bei, Zhang Chen, Jin Tao, Hu Ying, Ren Yan, Jiang Weiqiang, Yu Le, Zhou Ying, Liu Chang, Li Wenqi, Bai Xue, Jiang Wei, Xue Chen, Zhou Chenwei, Hao Chunliang, Shao Bing, Liu Haoxin, Dou Yu, Wang Wenlei, Yi Qiang, Li Shi, Lu Xiaoming, Zhu Xuefeng, Fu Yanyan, Yang Minghui, Wang Ding, Li Ruiqing, Du Wenbo, Guo Jianling, Deng Ting, Wang

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1 Scope

GB/T 43739-2024 is the Chinese guide for app stores to audit and manage how the applications they distribute handle personal information. It places the obligation where enforcement actually works: China has hundreds of thousands of apps and a regulator that cannot review them individually, so the store becomes the gatekeeper, and this standard tells it what to check and how. It sets the app review and management process within the store, then the review content, the privacy policy and its completeness and accessibility, the consent mechanisms and whether they are genuinely optional, the permissions requested against the declared function, the actual collection behaviour including the SDKs embedded in the app, the handling of minors, the account deletion and data export, and the cross-border transfer; then the methods of review, combining document examination with technical detection, the handling of apps that fail, the re-review on update, the record keeping and the cooperation with the regulator. It takes effect on 1 November 2024.

This document provides normative review and management of the processing of personal information by mobile Internet applications (Apps) by application store operators: guide: This document is intended to guide app store operators in conducting App personal information security review and management, and is also intended for regulatory authorities and third-party organizations: The organization provides a reference for evaluating the ability of app store operators to review and manage App personal information processing activities:

2 Normative references

The contents of the following documents constitute the essential clauses of this document through normative references in this document: For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to This document:

GB/T 19011-2021 Management System Audit Guide

GB/T 25069-2022 Information Security Technical Terminology

GB/T 35273-2020 Information security technology Personal information security specification

GB/T 41391-2022 Information security technology Basic requirements for mobile Internet applications (Apps) to collect personal information

3 Terms and definitions

GB/T 19011-2021, GB/T 25069-2022, GB/T 35273-2020 and GB/T 41391-2022 and The following terms and definitions apply to this document: 3:

1 An application that runs on a mobile smart terminal and provides information services to users:

Note: This includes applications and applets pre-installed, downloaded and installed on mobile smart terminals: [Source: GB/T 41391-2022, 3:1, modified] 3:

2 The owner, manager or provider of a mobile Internet application:

Note: Referred to as App operator: [Source: GB/T 41391-2022, 3:2] 3:

3 Appstore Various platforms that provide distribution services such as downloading, installation, and upgrading of mobile Internet applications:

Note: Includes application markets, distribution websites, mobile Internet applications with distribution capabilities, etc: