



## SOLUTIONS BRIEF: ASANALYZER GDPR ALIGNMENT SYSTEM

### ASANALYZER – YOUR GDPR ALIGNMENT TOOL FOR GLOBAL GAME DEVELOPMENT

With the introduction of the General Data Protection Regulations in Europe and other data privacy regulations being introduced across the world, data protection and privacy laws are being strengthened globally. At Keywords, we understand that GDPR alignment is an imperative in the video games industry and to help ensure that you are fully aligned, we can provide you with the right solutions. A key offering in our QA Compliance suite is ASAnalyzer, a cloud-based technology developed by AppSecTest, a Keywords Ventures company. It has been designed for the video games industry, specifically to help mobile game developers and quality assurance (QA) testers align with GDPR.

#### Are you asking the right questions for data privacy and alignment?

ASAnalyzer uses detectors to identify failures in the mobile game code, Software Developer Kits (SDKs) and Application Programming Interfaces (APIs). Detectors are rules that can help your game development teams detect and identify whether your game is collecting and sharing player information without your knowledge and the knowledge of your players. As you consider GDPR alignment and other data privacy laws, it's vital to ask yourself the following questions:

- Do you collect and/or share personal information, including unique identifiers, from your players?
- Have you been provided with consent to collect personal and player metric information from your players?
- If you collect data from children, have you provided Verified Parental Consent (VPC)?
- Have you audited the mobile game code for security and/or privacy issues?
- Do you know what personal information is collected and/or shared by your mobile game libraries?
- Are you aware of what data is collected and/or shared by gaming engines?
- Have you reviewed URLs embedded in your game that might collect and/or share personal information and player metrics with third parties?

## ASAnalyzer

Designed for GDPR alignment

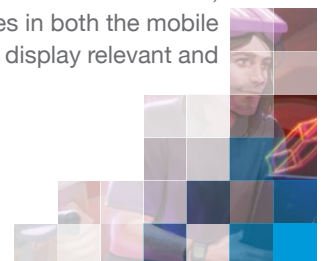
Powering Mobile Game Alignment Worldwide  
Find out if your mobile game is aligned with the GDPR

[asanalyzer.com](http://asanalyzer.com)



#### Simplifying Compliance with ASAnalyzer

At Keywords, we understand the challenges involved and can help simplify your compliance journey with ASAnalyzer. This cloud-based technology can assist you in complying with GDPR, without the requirement for you to understand in detail, the full complexity of GDPR regulations. With ASAnalyzer, you can readily detect potential GDPR failures in both the mobile game code and third-party libraries. ASAnalyzer has also developed a pre-defined set of rules that help display relevant and easy-to-understand GDPR detection information for developers.



## Why you should use ASAnalyzer

### Key Features of ASAnalyzer

- Supports uploading and analysis of Android and iOS mobile games.
- Easy-to-use web interface designed for mobile developers and quality assurance testers.
- Seamless API integration with Jira to assist with GDPR coding issues and project tracking.
- Helps detect potential security and privacy data breach and consent issues in third-party libraries such as SDKs and APIs.
- Can compare GDPR alignment detections in two different versions of the same mobile game.

### Primary Benefits of ASAnalyzer

- Deployment and management are simple and cost effective.
- Identifies GDPR alignment problems before publishing to Google Play or the App Store.
- Increases the quality of your mobile game development release cycle.
- Improves transparency and establishes trust with your players.
- Demonstrates sound knowledge of data ethics and information assurance.

What we offer	What it provides	How it can help you
<b>Android and iOS application package file analysis.</b>	ASAnalyzer supports Android (APK) and iOS (IPA) application package files.	You can upload and analyse Android and iOS mobile games to identify potential GDPR alignment problems.
<b>Connection of ASAnalyzer to your Jira server environment.</b>	Developers and QA testers can use Jira to manage GDPR coding problems detected during game development.	Developers and QA testers can use Jira for issue and advisory tracking plus ASAnalyzer for GDPR guidance.
<b>GDPR alignment in the mobile game code.</b>	You can review the mobile game code for potential security and privacy data breach problems. You can also review the code to identify if any player's data is being collected or shared that might identify a player without their consent or Verified Parental Consent (VPC).	Developers can improve the code quality and understanding of potential GDPR problems related to the mobile game code.
<b>World-class support and maintenance.</b>	The AppSecTest team, with support from Keywords Studios, can provide client-specific product and detector updates to ASAnalyzer.	You will have access to expert resources to maintain and improve your capability to detect potential GDPR problems in your mobile game code.

## How often should you scan your mobile game with ASAnalyzer?

Scanning your mobile game at the right time and frequency is imperative for optimal results with ASAnalyzer. The following scenarios are instances where regular scans should be made:

- Every time the mobile game code is updated.
- All instances where an SDK or API is installed or updated.
- When third-party libraries are installed or updated.
- When comparing two versions of the same game.

ASAnalyzer has been designed to help you understand what data your mobile game might be collecting and sharing to help ensure alignment with GDPR.

Visit [Keywords Studios](#) to learn more about our broad portfolio of GDPR Compliance Services that are available to you.

### ABOUT KEYWORDS STUDIOS

Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in over 50 different languages, Keywords Studios delivers support for its clients across the globe.