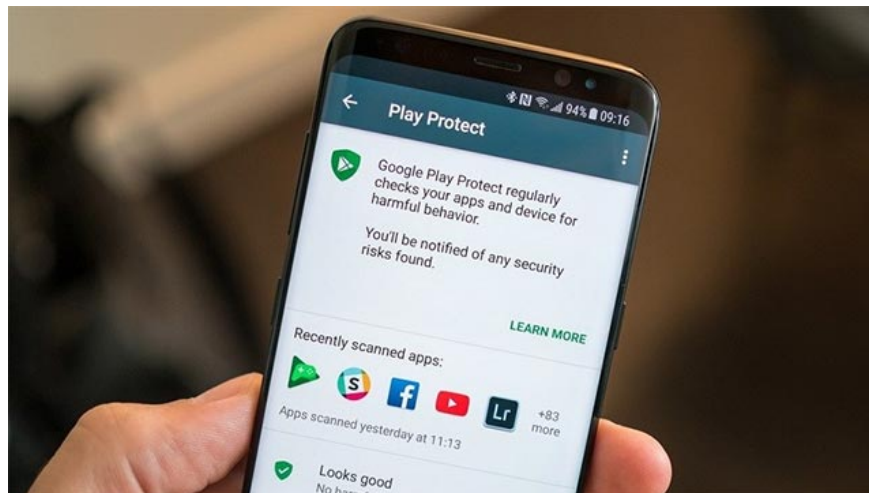


# Google is determined to prevent bad apps before they reach users on the Play Store

Google recently announced an ambitious cooperation plan with three major security companies at the same time to improve the ability to identify malicious applications.

Google recently announced an ambitious collaboration with three major security companies at the same time to improve the ability to identify malicious applications before they are launched in the Play Store and can Potential for Android users. Mountain View Company calls this cooperation plan 'App Defense Alliance'.

Android is the most commonly used mobile operating system with over 2.5 billion devices, and according to Google, the popularity makes the platform an attractive target for those who want to profit. It is from the lightness of others. This can originate in the form of hidden malware or secret code designed to track and collect sensitive user data. Sadly, both cases are not uncommon on the Play Store. Over the past two years, Google has spent countless amounts of money and effort in the battle against the raging of malicious apps on the Play Store. The effect of Google's 'bad apps' sweeping campaigns is remarkable, but for many it's not enough.



With the launch of the App Defense Alliance, Google signed a partnership agreement with today's well-known security companies, including ESET, Lookout and Zimperium, to improve early detection of malicious applications. before they 'hacked' the Play Store and annoy users.

Google is now in the hands of Google Play Protect, an anti-malware service right on Android, with the ability to screen hundreds of millions of applications every day. However, that is not enough, Google needs more support from other specialized security providers, in order to improve the control of bad apps in both quality and quantity. Early detection of threats is a prerequisite for any security process.

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