The most concerning privacy issue with this app is the constant tracking of location data. Some of these concerns were already noted, to less fanfare, with the release of Ingress, the precursor to Pokémon Go. By agreeing to the Pokémon Go privacy policy, you explicitly agree to allow Niantic to track your location any time you use the app. Most players leave the app open at all times, waiting for that sweet, sweet buzz of a new wild Pokémon appearing. While I can't give you legal advice here, I can say that, as a technology attorney with substantial experience researching privacy and intellectual property, I personally have no qualms playing the game. Just try not to fall off a cliff while playing. But there are a few other key legal concerns that can greatly impact authors and self-publishers throughout the entire process, from conceiving the idea to all the subsequent updates, from pre-marketing to post-publication marketing. And while many authors may not initially see themselves as self-publishers, the changing landscape of the publishing world may eventually lead you down that road. Even if you do go the route of traditional publishing, you will likely still need to have a digital presence, which comes with a host of legal issues that you'll want to know. Basic copyright law says that if you create it then you own it. Yes, there are exceptions and nuances, but for the most part you can do whatever you wish with your own creations.