

Location and Privacy – is a Code of Conduct required?

Need to distinguish between commercial applications and those targeted at individuals

Individuals within Commercial organisations have people looking after their interests

- H&S
- Duty of Care
- Unions

Who looks after the rights of the individual?

Considering above points, family units considered similar to commercial org

B2B tend to have more trust so do they require a CoC

cf Individuals downloading applications from marketplace

Businesses would probably enforce this more for above reasons

controlled environment (commercial) vs uncontrolled (individual)

Who do we trust?

How do/will third parties make money (and do they require location information to do it)

Is there a 'fee' (such as free access) for sharing location information?

Lots of big companies vying for ownership of customer

- NetOps, Handset vendors, content providers

All have security checks and measures in place.

Protection of 'brand' is very important

How much fine-grain control do they have over ISVs using location API?

Google already knows everything about you: inc. where you live

Note: will new dashboard help here?

NetOps and others are playing catch-up in this space

Who can access your location data? Parents, employer, partner. Who decides?

How long is location data stored?

Traceability

transparency

aggregation of data

criminals exist in commercial organisations – social engineering

How will this data be used – e.g checking average speed – big brother

Is there an age factor involved here?

Privacy is dead, deal with it! (Scott McNealy)

Young and Old appear to be most accepting

There are possible EU directives on this matter starting to appear.

Opt-in for advertising

passive vs active involvement

Why don't application vendors ISV and platform providers provide standard framework?

Framework exists for most platform but ISVs bypass this

applications all need to have capabilities accepted by user, but who checks?

Having every app that uses location inform me of the fact every 2 weeks would be a nuisance

Platform vendors could enforce this though (by using app capability)

Location awareness is a sensitive topic for platform vendors

Benefits/opportunities vs risk

Tend to dwell on the negatives, not the positives

inconvenience factor too

generally felt that issues involved were less than those involving money or health

There hasn't been a big story involving leaking of location information (yet)

So who cares about this issue?

Has this ever been an issue? Has a leak of location information caused serious incident?

Incident in 2002/3 but not much since

What's the worst that can happen?

pedophiles can access child's movements (very sensitive issue)

sex attacks, violent crime etc.

individual routines can be discovered

but there are other ways of tracking individuals

Until there is a security breach no-one really cares

But it may only takes one case.

Some thought that topic too complex for average journalist

And it will come