

# **Best Practices and Guidelines for Location-Based Services**

## **Columbia Institute for Tele-Information (CITI) Location-Based Services Symposium**

CTIA – The Wireless Association®

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## **Best Practices and Guidelines for Location-Based Services (“Guidelines”)**

- CTIA members have developed and adopted a set of Guidelines to promote and protect consumer privacy through user notice and consent.
- With input from LBS providers and industry stakeholders, this voluntary initiative has received strong support from the nation’s wireless carriers.

**In line with the Federal Trade Commission policy, the Guidelines rely on two fundamental principals: user notice and consent.**

- First, LBS providers must inform users about how their location information will be used, disclosed and protected so that a user can make an informed decision whether or not to use the LBS or authorize disclosure.
- Second, once a user has chosen to use an LBS, or authorized the disclosure of location information, he or she should have choices as to when or whether location information will be disclosed to third parties and should have the ability to revoke any such authorization.

## **The Guidelines prescribe the following six safeguards for LBS providers to employ to further protect a user's location information:**

- 1. Security of Location Information** – LBS Providers should employ reasonable administrative, physical and/or technical safeguards to protect a user's location information from unauthorized access, alteration, destruction, use or disclosure. LBS Providers should use contractual measures when appropriate to protect the security, integrity and privacy of user location information.
- 2. Retention and Storage of Location Information** – LBS Providers should retain user location information only as long as business needs require, and then must destroy or render unreadable such information on disposal. If it is necessary to retain location information for long-term use, where feasible, LBS Providers should convert location information to aggregate data.

**The Guidelines prescribe the following six safeguards for LBS providers to employ to further protect a user's location information (cont'd):**

- 3. Reporting Abuse** – LBS Providers should provide a resource for users to report abuse and provide a process that can address that abuse in a timely manner.
- 4. Compliance with Laws** – LBS Providers must comply with applicable laws regarding the use and disclosure of location information, and in particular, laws regarding the protection of minors. In addition, it is recommended that LBS Providers comply with applicable industry best practices and model codes.

**The Guidelines prescribe the following six safeguards for LBS providers to employ to further protect a user's location information (cont'd):**

- 5. Education** – In addition to any notices required under these Guidelines, LBS Providers certifying under these Guidelines will work with CTIA in an education campaign to inform LBS users regarding the responsible use of LBS and the privacy and other risks associated with the disclosure of location information to unauthorized or unknown third parties.
- 6. Compliance with Guidelines** – LBS Providers that comply with these Guidelines may self-certify such compliance by placing the following statement in their marketing or promotional materials: *LBS Provider follows CTIA's Best Practices and Guidelines for Location-Based Services.*

**CTIA's Best Practices and Guidelines  
for Location-Based Services are available at:**

**<http://www.ctia.org/content/index.cfm/AID/11300>**

**Supplemental Comments to CTIA's statements at the  
FTC's "Beyond Voice: Mapping the Mobile Marketplace"  
Town Hall meeting, May 6-7, 2008:**

**<http://www.ftc.gov/os/comments/mobilevoice/534331-00014.pdf>**

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