lōopt
The Focus on the Locus
Loopt Core Feature Offerings & Awards

Connect with friends and see where they are via detailed and interactive maps

- Look around for hot spots & events
- Find Facebook friends
- Sync broadcast messages with Twitter

Share good times!

Explore new places and see friends’ geo-tagged pictures and content

Selected as Apple’s preferred social and location application
Keynote at WWDC and placement on Apple’s website

Qualcomm BREW Developer Winner
Best Community/Social Networking App

Tele Atlas LBS Innovators Series-
Attendee Choice Award-1st Place

NavTEQ Global LBS Challenge - Semifinalist

AlwaysOn Media 100

Under the Radar Winner
Overall Audience Choice

The Crunchies
Best Mobile Startup Finalist
Loopt - Your Social Compass

Your Social Compass.

- See where you are in relation to your friends
- Check out friends' journal entries and status messages
- Contact them on the fly and get directions to them with one click
- Connect with all friends, no matter what phone they're on
BlackBerry

- Loopt support on all GPS-enabled devices
- Support coming soon for other models
Applications meet the world's most advanced mobile technology.

iPhone makes it possible for the world's best developers to create applications that are nothing short of amazing. Designed to leverage the groundbreaking technology in iPhone — like the Multi-Touch interface, the accelerometer, GPS, real-time 3D graphics, and 3D positional audio — these applications are unlike anything you've ever seen on a mobile phone. And they're coming soon, right to your Home screen.

eBay auctions move faster with Multi-Touch. Tap, flick, and pinch to browse eBay auction photos and place bids on the go.

Super Monkey Ball rolls with the accelerometer. Finally, a mobile game console that responds to your movements. Now iPhone gives you tap-and-tilt games like Super Monkey Ball.

Loopt finds friends with Maps. There's nothing like social networking on iPhone. Applications such as Loopt use location feeds to help you find friends on the go.
Loopt’s Facebook Application is tightly integrated with Loopt’s mobile service

• Mobile updates go directly to Facebook
• All Facebook users can download app
Privacy Regime

Policies

End User Controls

Data Security Architecture

Facts + Corporate Priority + Cooperation = innovation...
Loopt works regularly with select NGOs that focus on privacy & safety including: Ponemon Institute; Center for Democracy & Technology; Electronic Frontier Foundation; National Network to End Domestic Violence; Progress & Freedom Foundation; Family Online Safety Institute (board member); ConnectSafely.org; Internet Education Foundation; and Cyber Safe California by the California Office of Privacy Protection (member, advisory committee). Loopt has met with legal advisors to over 40 members of Congress (Commerce, Judiciary), National Association of Attorney Generals, FCC, & FTC.

Loopt is a participating member on the Online Safety Task Force, originally formed by MySpace and 49 States Attorney Generals, and now managed by Berkman Center at Harvard University. Further, Loopt sits on the CTIA’s WIC Leadership Council and was an active participant in the creation of the CTIA LBS Best Practices.

Public Speaking regarding privacy & safety:

- Panelist; Family Online Safety Institute, Annual Conference '07
- Exhibitor; State of Net '08 by Advisory Committee to Congressional Internet Caucus
- Panelist; 2008 Cyber Safe California by California Office of Privacy Protection
- Panelist; Tech Policy Summit ’08; and
- Panelist; Federal Trade Commission's Mobile Commerce Town Hall '08
A. **Notice Guideline**: how location information (a) used, (b) disclosed, & (c) protected.

**Loopt’s Approach:**

- **Notice & Consent**: location consents are highlighted during reg process.

- **Privacy Notice**: Privacy Notice available on the phone, by email or postal mail, and Web site. Truste certified.

- **Privacy Reminders**: once registered, users receive several privacy reminders that Loopt is sharing the “real time” location of their device.

- **“Visibility Mode” Icon**: mobile app displays persistent "visibility mode" icon indicating whether the user is currently sharing location or hiding location from all Loopt friends.

- **Sharing Status Button**: persistent top-level menu privacy button displays current number of friends user is sharing location with (e.g., “Sharing with 18/20”).

- **Friend Request Reminder**: prior to accepting any "friend request," users are reminded to only create friendship connections with real-world, trusted friends.
B. **Consent Guideline**: "consent" before initiating LBS, or disclosing location information.

**Loopt's Approach**:

- **Opt-In Consent**: Loopt receives opt-in consent from every user via Web site or mobile-based reg, & Loopt maintains a time-stamped record of each such consent.

- **Terms of Use, Privacy Notice**: Each user is presented during the registration process with an opportunity to review and/or receive (email, postal mail) Loopt's Terms of Use & Privacy Notice.

- **Revocation of Consent**: users may revoke their consents on a number of levels - (a) location sharing itself can be turned off for all friends or some friends by using the mobile application or Loopt Web site privacy settings, or by calling customer service; (b) users can terminate individual Loopt "friendship connections" at any time; and (c) delete entirely their Loopt account via the Web site or by calling customer service.
C. **Safeguards:**

1. **Security of Location Information Guideline:** reasonable safeguards.

   **Loopt's Approach:** Loopt has deployed a comprehensive technical risk management program, which addresses data security at every layer of the Loopt system and organization.

2. **Retention, Storage of Location:** retain only as long as business needs require.

   **Loopt's Approach:** Loopt does not maintain "location history" on each user as a matter of course, we maintain only the most recent location fix (except if users choose to “geotag” their own content, places, events, etc.).

3. **Report Abuse:** provide report abuse resource, address reports in a timely manner.

   **Loopt's Approach:** Loopt Web site includes “Report Abuse” link next to each profile, & Loopt CSRs are trained to follow specific guidelines in addressing Report Abuse communications (including appropriate escalation paths).
C. **Safeguards, cont.**:

4. **Compliance with Laws**: comply with applicable laws.

**Loopt's Approach**: Loopt conducts ongoing analysis with regard to compliance with laws, & complies with all applicable laws, regulations, & key best practices.

5. **Education**: LBS Providers certifying under the LBS Guidelines must work with CTIA in an education campaign.

**Loopt's Approach**: Loopt is a member of CTIA’s WIC Leadership Council and has been an active participant in the creation and dissemination of the CTIA LBS Best Practices.
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