Federal IoT Advisory Board Meeting

Location Privacy

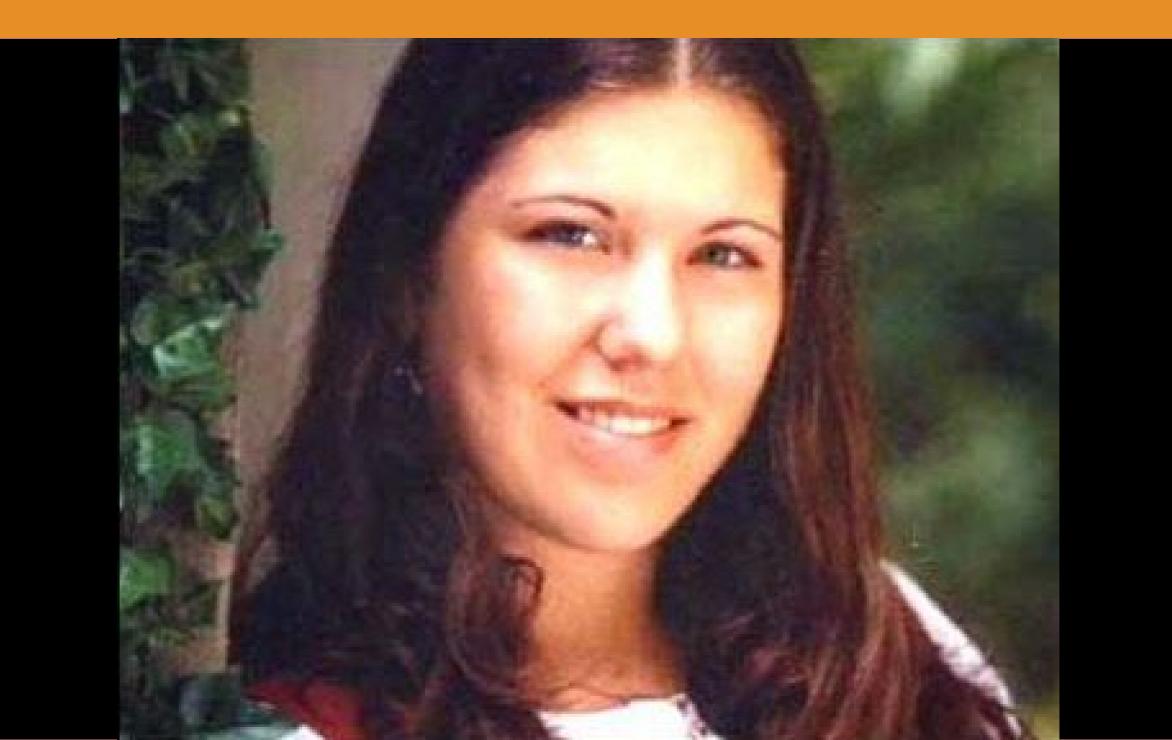
Jeff Jockisch & Colby Scullion of



Amy Boyer

1978-1999

Died as the result of location data sold by an internet broker?



Your Phone Leaks Your Location...

Mobile GPS

• 16 - 32 ft.

research

Wi-Fi

• 16-49 ft.

research

Bluetooth

• <16 ft.

research

Cell Signal

• ¾ square mile

research

MAID is the Problem

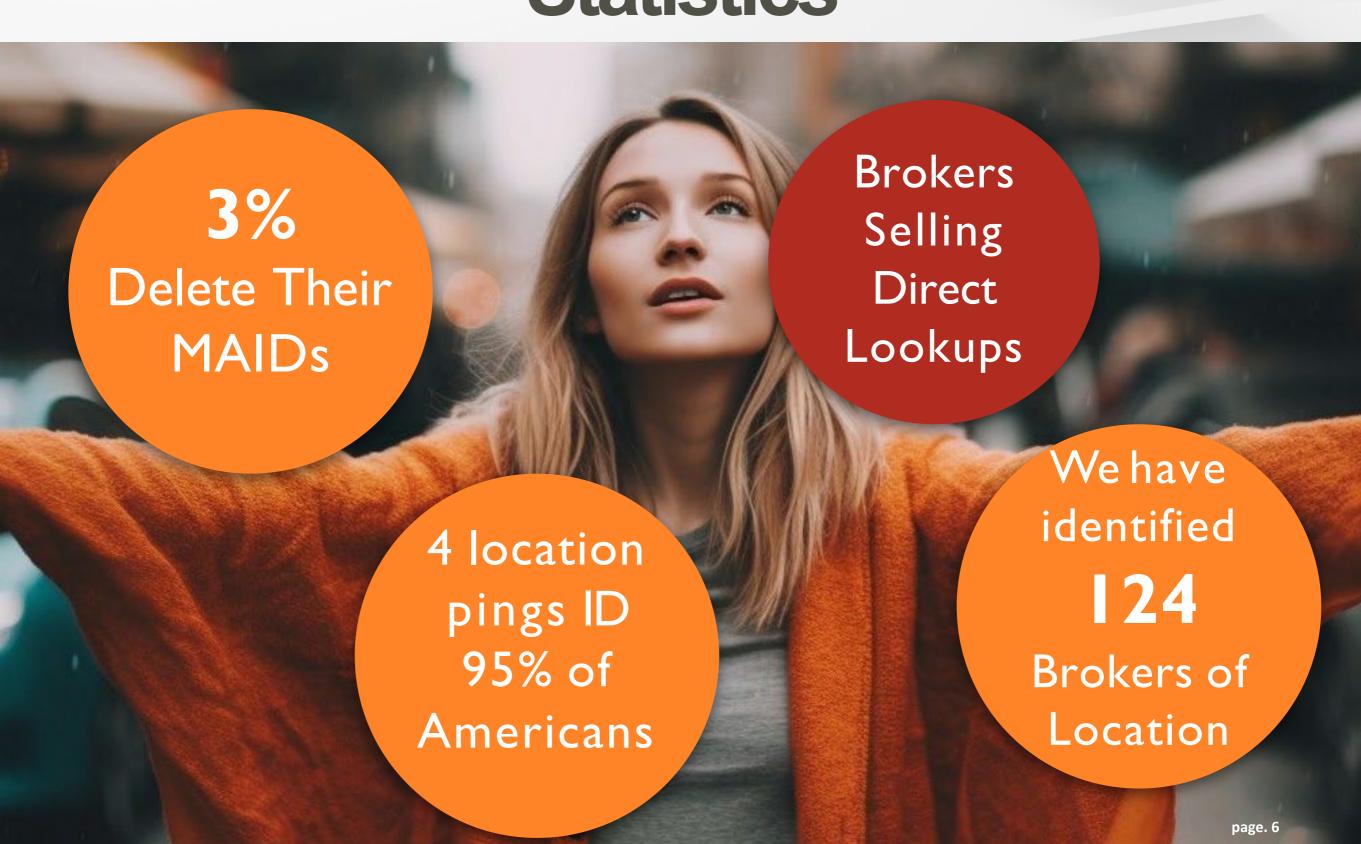
Mobile Advertising ID...
most people have no idea
they have one - or that its
used like a SSN for the
surveillance economy,
especially for location data.



MAID is the Problem ...



Statistics



Who is Hurt Most by a Lack of Location Privacy?

