

Binding Privacy Rules to Location on the Web



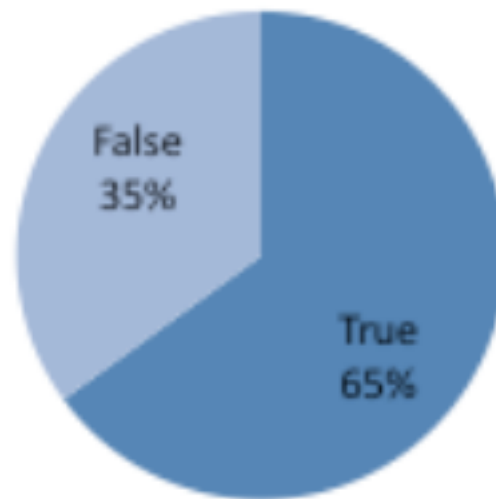
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Location-specific privacy risks

Carrying a cell phone gives law enforcement the ability to track the places I go (N=931)



Geopriv Location Object

Field	Example
Location	
Geodetic	42.348, -71.084
Civic	900 Boylston St.
Other...	Place, context, etc.
Privacy rules	
retransmission-allowed	no
retention-expires	13:30 04/05/2009
ruleset-reference	https://privacyprefs.com/alissa

Robust privacy rules

- ❑ Retransmit only geodetic location
- ❑ Retransmit full address to my husband, but only city and state to my employer
- ❑ Allow flickr.com to retain my location indefinitely
- ❑ Retransmit location only when I'm "at work"

Location Metasystem

- ▣ Paradigm shift
- ▣ Could support more than consent, minimization and granularity
- ▣ Need for standardization

Questions? Comments?

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