

Federal IoT Advisory Board Meeting

Location Privacy

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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](#)

Bluetooth

- <16 ft.

[research](#)

Wi-Fi

- 16-49 ft.

[research](#)

Cell Signal

- $\frac{3}{4}$ 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

3%
Delete Their
MAIDs

Brokers
Selling
Direct
Lookups

4 location
pings ID
95% of
Americans

We have
identified
124
Brokers of
Location

Who is Hurt Most by a Lack of Location Privacy?

