

LOCATION AND ADVERTISING TECHNOLOGY //

Addressing the privacy issues related to advertising technology and online tracking has been a key focus since FPF's founding. Increasingly, the mobile advertising space, geo-location tracking, and indoor positioning technologies are at the forefront of online data management, retail, and new consumer offerings. Thus it is not surprising that regulators, industry leaders, and advocates are all taking a hard look at questions about how to appropriately collect and handle consumer data for advertising, location-based targeting, and audience measurement.

As a leading advocate for practical approaches to consumer privacy challenges, FPF is at the forefront of conversations about the commercial benefits of advertising technologies and the need to address related privacy issues in order to build and maintain consumer trust. FPF's goal is to explore new and evolving advertising technologies and provide guidance on potential privacy issues that may emerge.

Highlights Include:

- FPF oversees a self-regulatory Code of Conduct and an [online opt-out](#) for Mobile Location Analytics (MLA) technology, which helps participating companies understand consumer traffic patterns in stores. This Code is supported by an opt-out website, www.smart-places.org, where consumers can enter their MAC addresses to opt out of MLA tracking by all companies that have committed to the Code. FPF has addressed both the Federal Communications Commission and Federal Trade Commission about the technical processes behind cross-device tracking, and based on its public filings published a report entitled Cross Device: Understanding the State of State Management.
- FPF developed members-only industry [best practices for beacon deployment and use](#), offering guidance on needed disclosures, ongoing and advanced notice, and location notifications.
- FPF has articulated best practices related to "smart" outdoor marketing. This includes billboards and other outdoor displays that use MLA and other emerging technologies, such as facial detection, to collect information from consumers or to create personalized experiences for consumers over time.

Location & Ad Practices Working Group:

- The FPF Location & Advertising Practices Working Group is an effort to assist companies and their privacy teams as they navigate the complicated privacy and technology issues that exist in the interplay between location tracking and cross-device tracking, engage with them across different apps, and personalize marketing experiences.
- FPF continues to work with policymakers, advocates, media, and other business stakeholders to support leading privacy practices for the use of location data.

We invite you to join the Future of Privacy Forum and participate in the Location and Advertising Practices Working Group.

CONTACT //



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