

# 5 Privacy Tips for Location-Based Services

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While many benefits come from the ability to run mobile apps using wireless location-based services (LBS), with these benefits also come privacy risks. It is not uncommon for popular LBS-enabled tools to lack clear disclosure about personal information collection, how the data is used, and the process for consumer consent. Failing to design a mobile app that covers these bases invites government investigations and lawsuits. This article provides a list of tips to help LBS-based businesses that want to avoid becoming future legal or media targets. These companies need to take stock of existing business practices and identify where updates may be appropriate.

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