

# Mobile Marketer Quotes Partner Gonzalo E. Mon on Privacy Issues Related to Mobile Location-Based Advertising

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*Mobile Marketer* quoted partner Gonzalo E. Mon in the article "Location-based Advertising Still Searching for its Place." The article addresses the ever changing legal and business background behind location-based services, the new mobile technology that collects and makes use of smartphone users' private geographical data. Mr. Mon was quoted as saying, "Given the quickly changing legal landscape - and the growing number of government agencies that want to play a role in that landscape - it can be difficult for companies in the mobile app space to understand what's required." Mr. Mon further points out that "companies should generally collect only the information they need for an app to work" and stresses the importance of protecting the collected data.

To read the complete article, click [here](#).