

33. Mobile phone network operators need to know where their subscribers' mobile phones (hence their users) are located. Explain why this is bad for users. Now give reasons why this is good for users.

Cons: ① Breach of privacy: knowing where each user is all the time can expose user's private data to ~~malice~~ malicious AD targeting or scams.

② Potential security issues: having stored tons of data of its users, a targeted attack of the APP may affect a lot of users in real time.

Pros: ① Personalized Experience.

② EMT Response time: now cops & first aid provider know exactly where to find the user when they get a call. :D