**Context: Background and related work**

Geotagging is the process of storing metadata in a digital media file and is most commonly used to extract specific information about the file such as a location of where the photo/video was captured etc. Ever since the launch of social networking sites and the barrage of content being uploaded every day, geotagging makes it easier for people to recognize the places as well as for marketers and other advertisement related companies to study the behavior of audiences. While geotagging can be great, it poses a lot of risks. Anyone with an ill-motive can mine for these geotagged photos and invade the privacy of a person. According to an NYTimes **article - Adam Savage**host of the popular program “MythBusters”, had his home robbed after he uploaded his photo online which allowed the thieves to extract the location of his house.Geotagged photos have also had a major impact on nature. Google trends for various places show that one of the major reasons for the meteoric rise in popularity has been due to the sharing of photos on many platforms allowing people easy access to their location. This may seem benign at first, but it has far larger implications.

With the advent of superior technology and improvements in smartphones, privacy is not just a matter of being aware and personally responsible. Many people are unaware of their location being exposed online and even more people who unknowing upload geotagged photos. This is complemented by the fact that most of the users often ignore these automatic embeddings of geotags. Another potential danger of geotagging is the location of information provided to the poachers and traders about the endangered species around the world.





