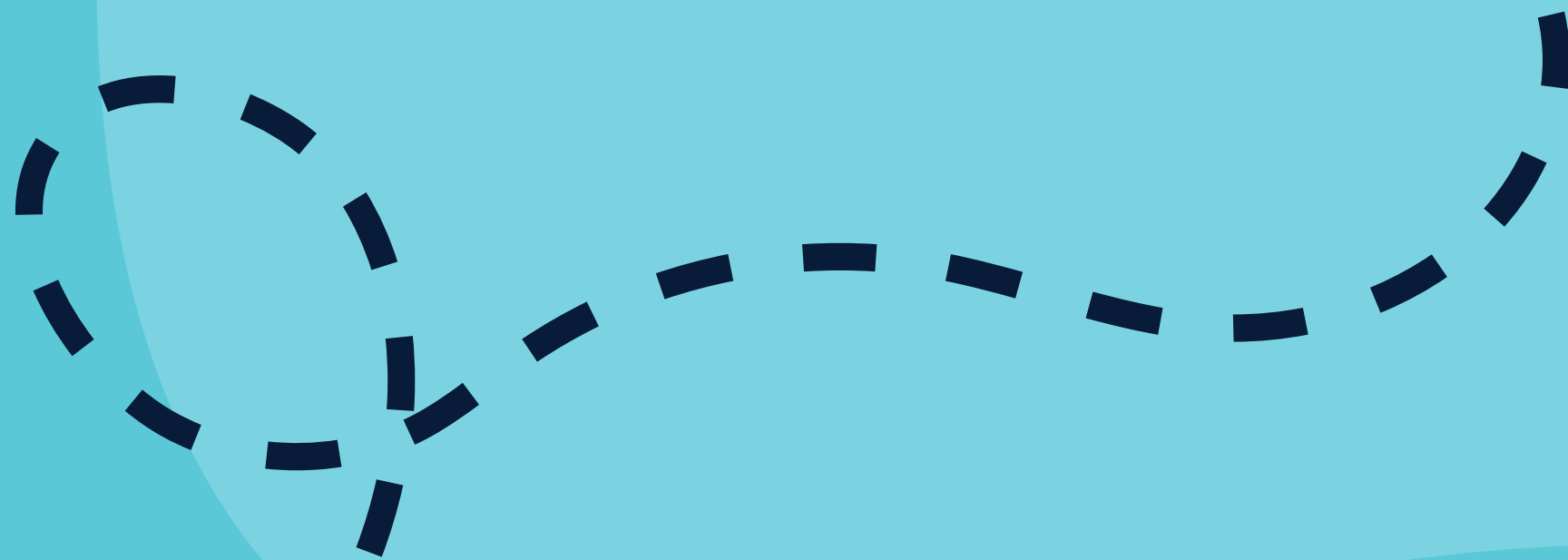
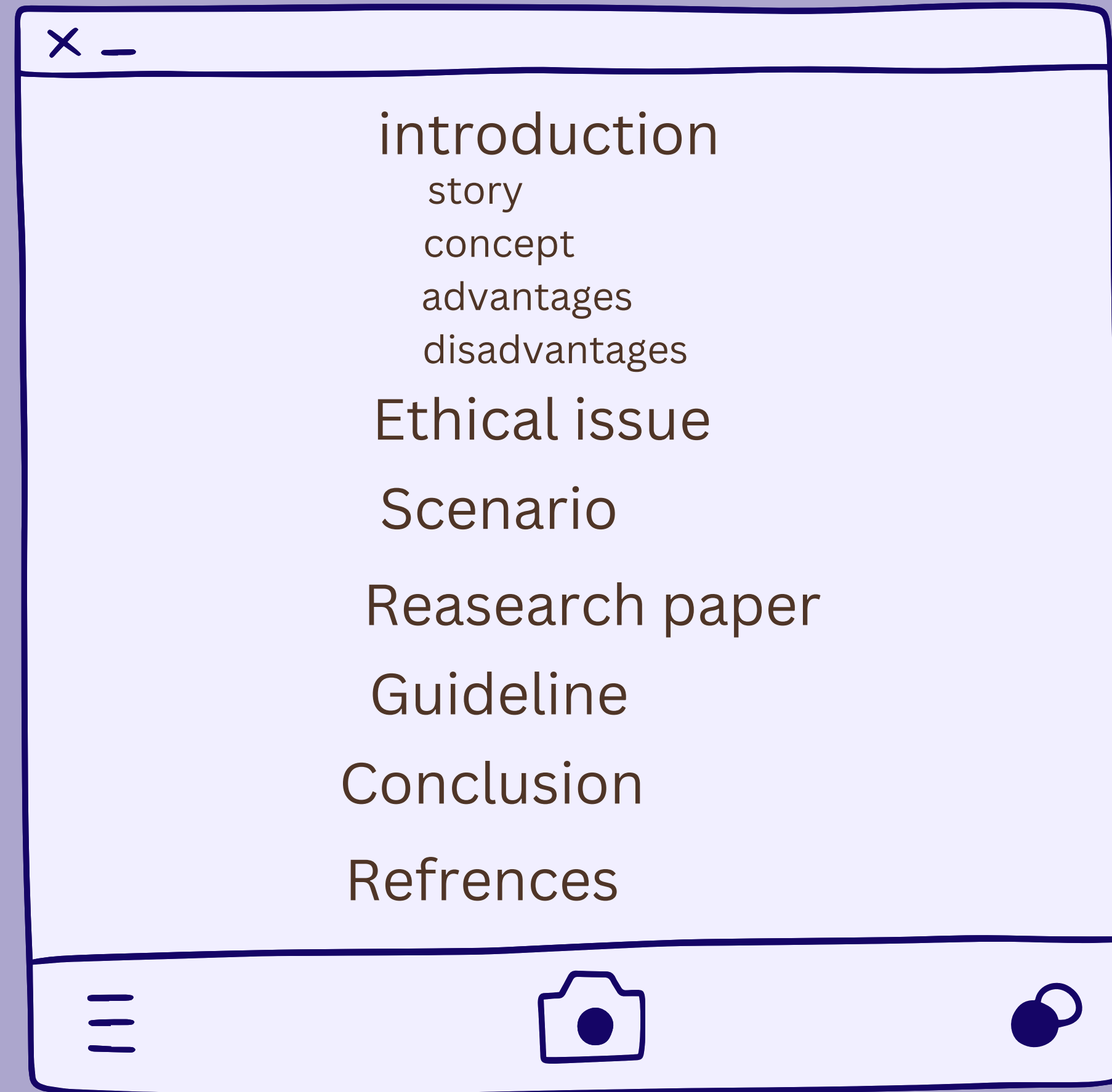



ethics and location
tracking



outline :



A stylized globe with light green continents and dark green oceans, centered on the Atlantic Ocean, serves as the background for the slide.

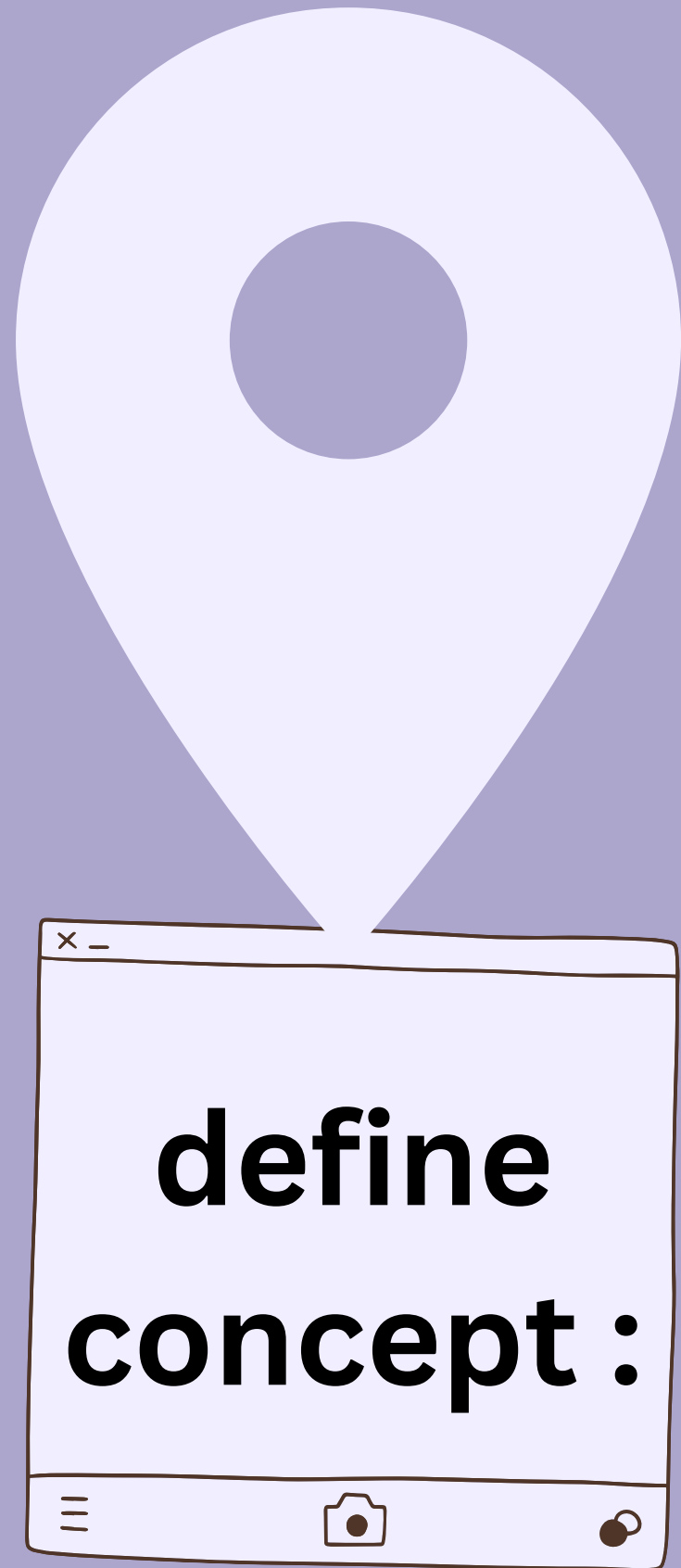
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introduction :



in 2018, the fitness app
'strave'

- allows users to share their workout data including location data with other users .
- the app is intended for fitness tracking .
- military used it .
- the app shares their data even in a conflict zone.
- the app put the military at risk .



- Ethics refers to a set of moral principles.
- Location tracking uses technology to determine the location of a person or object.
- Location tracking raises ethical concerns.
- It is important to enhance security when using location tracking.
- Users should be given the choice to opt-out of sharing their location.



advantages:

There are several advantages related to ethics and location tracking:

1-Improved Navigation: providing real-time location and best route information.

2-Personalized Recommendations: provide a suitable recommendation based on location data

3-Emergency Response: Quick response time to emergencies and saving lives.

4-Environmental Sustainability: optimize travels route, reducing unnecessary trips.

There are several disadvantages related to ethics and location tracking:

1-Invasion of Privacy: Location tracking can reveal sensitive data.

2-Misuse of Data: Location data can be used in an unethical ways.

3-Data Breaches: Location data makes users vulnerable to hacking.

4-Consent: Many individuals are unaware of the extent to which their location data is being collected.



disadvantages:

A stylized, high-contrast illustration of a globe. The continents are represented in a light yellow color, while the oceans are a dark navy blue. The globe is positioned on the left side of the frame, with its right edge curving towards the center. The background of the entire slide is a solid, muted purple color.

●●●

**ethical issues of
location tracking :**



Lack of Awareness:

many users are unaware of what their data is being used for in 2018,

- Google continued to track and store users' location data even after they had turned off location history.
- Google uses users' data without their knowledge.
- Users didn't know what Google uses their data for.

Discrimination:

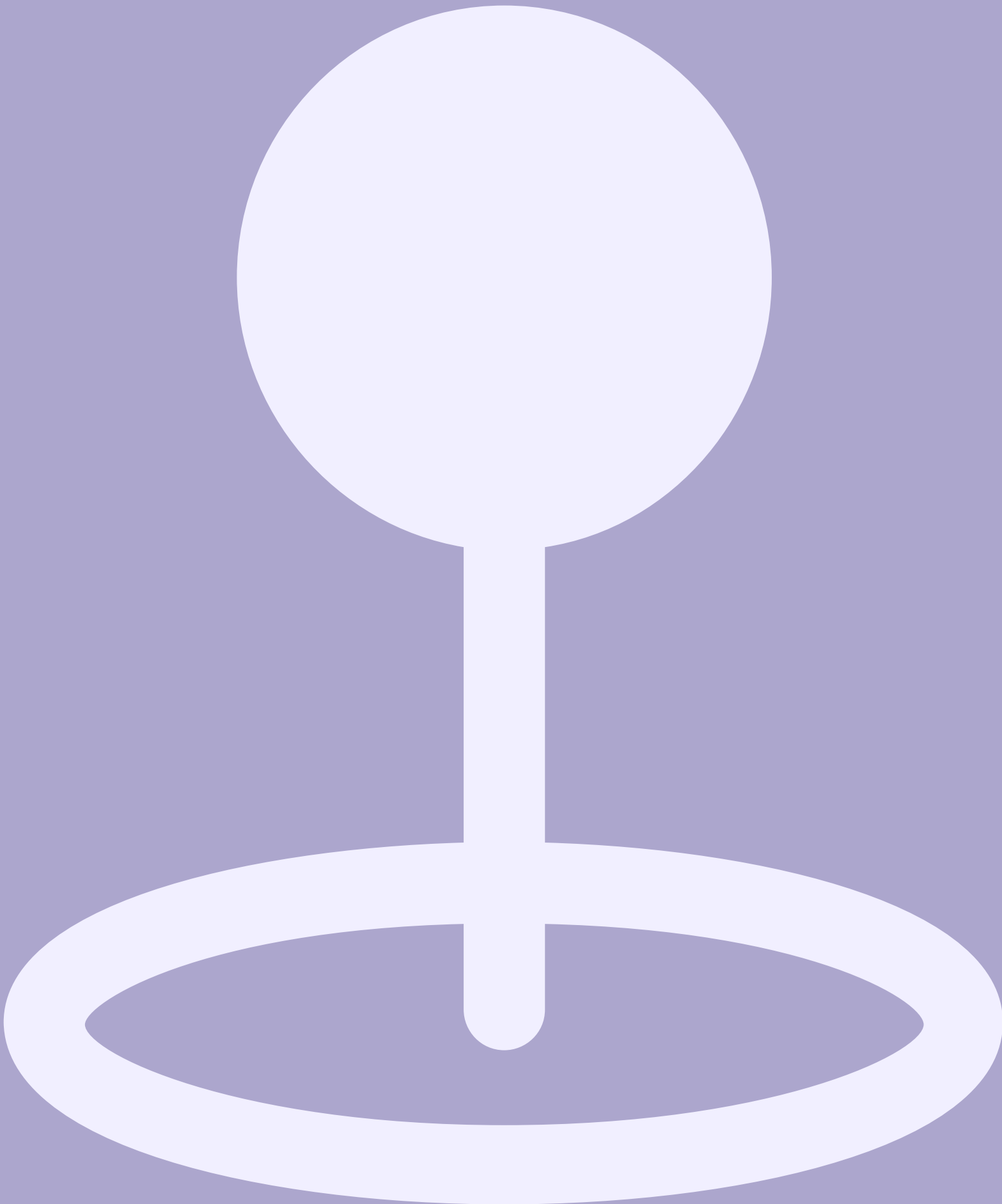
Location data can be used to discriminate against individuals based on personal characteristics.

In 2020,

- US health insurers had used location data to deny coverage to individuals who had visited certain medical facilities
- raising concerns about discrimination and violations of civil rights .

A stylized, low-poly globe in shades of blue and green, centered on the Atlantic Ocean, serves as the background for the slide.

scenario (case study):



**discussion about the
research paper :**



The Ethical Issues of Location-Based Services on Big Data and IoT

In this paper, the author discusses the ethical issues surrounding location-based services, including the potential for location data to be used for surveillance and the need for better transparency and informed consent when collecting and using location data. The author also argues that location-based services can have positive social and economic impacts if used responsibly and ethically.



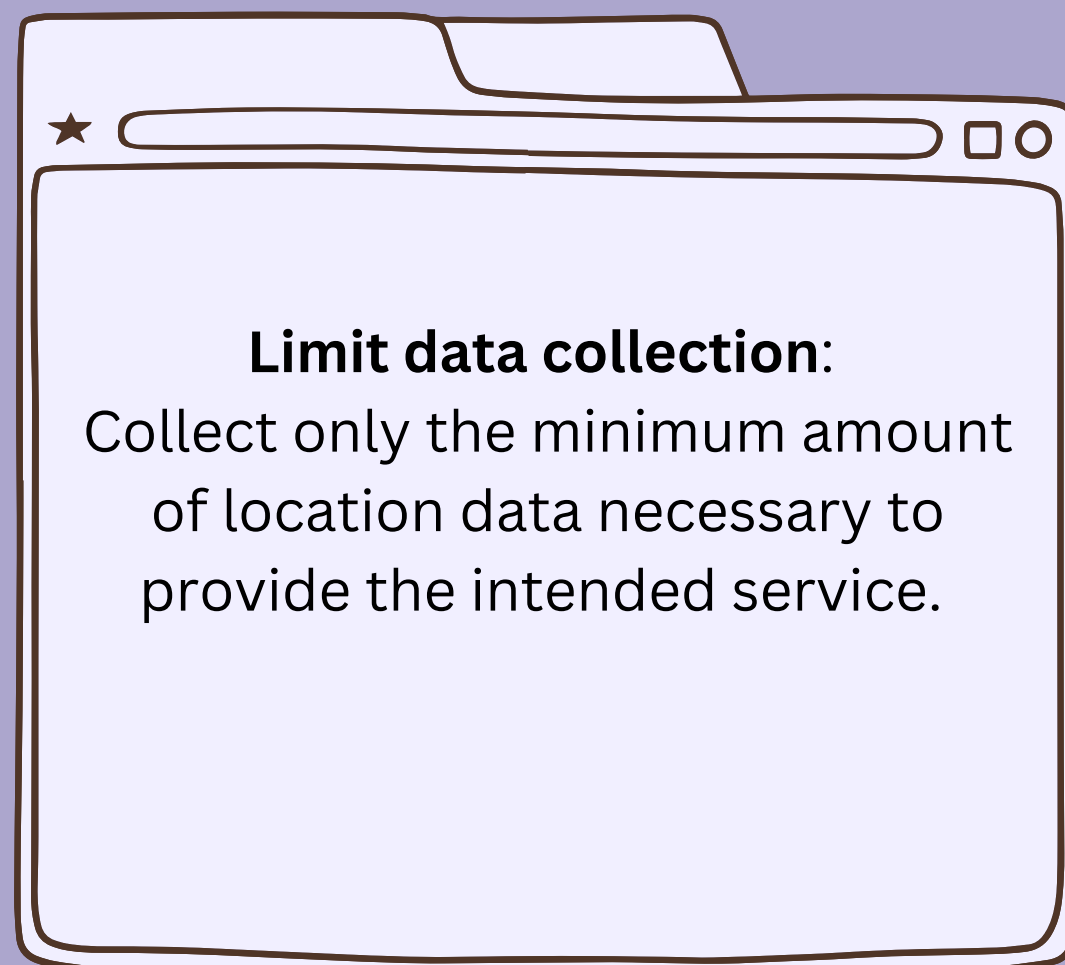
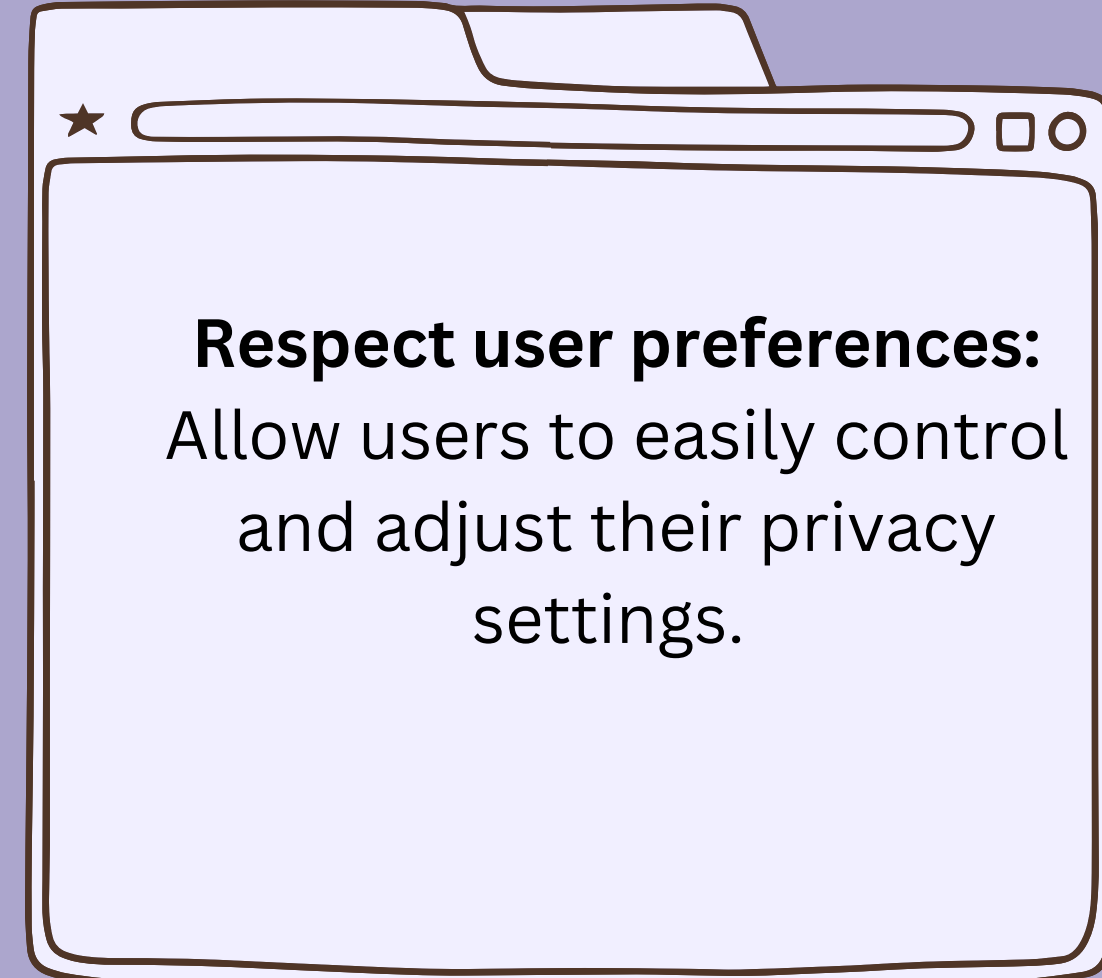
Guideline for solving /avoiding ethical issues:

policy

law

standard

regulation

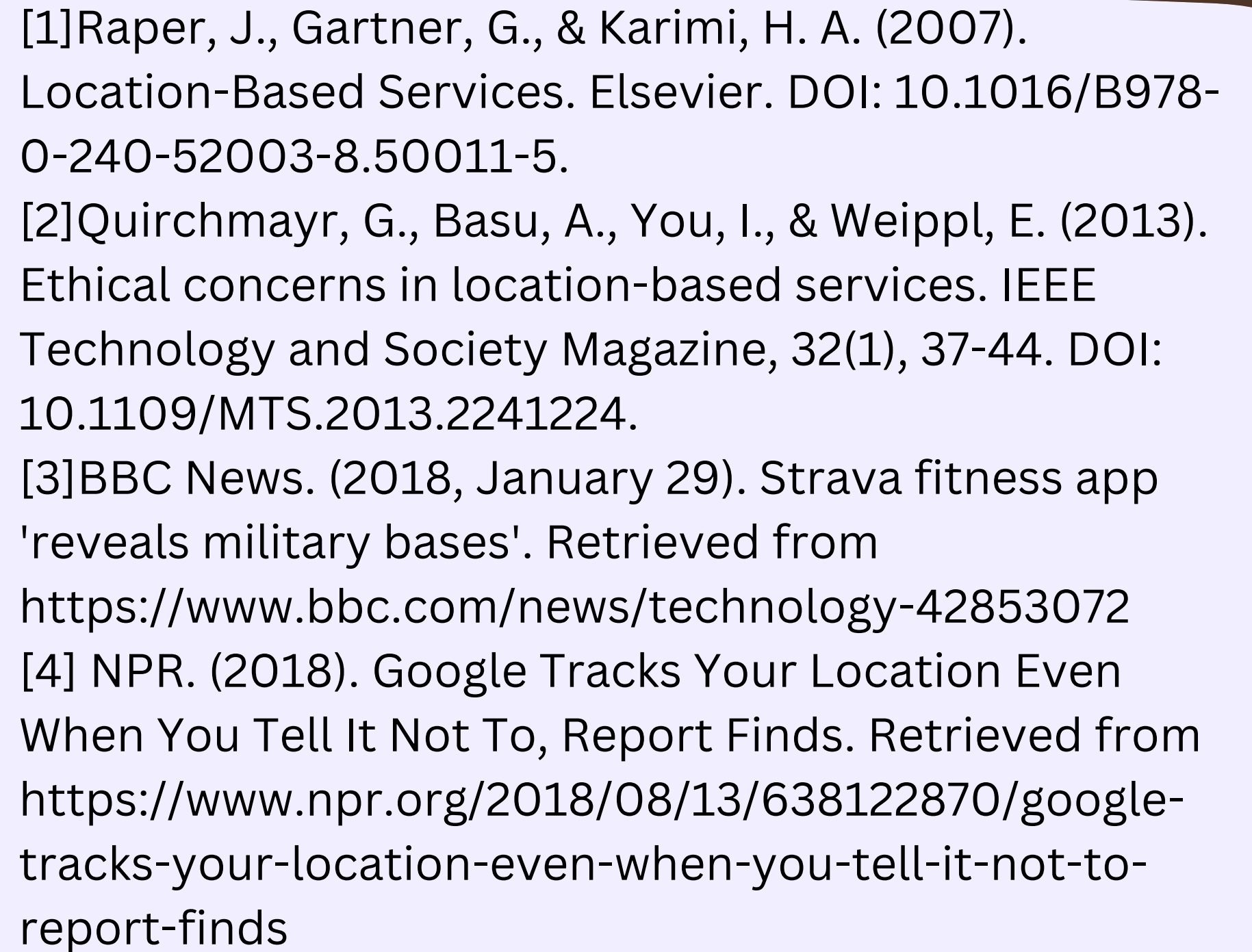




Conclusion :

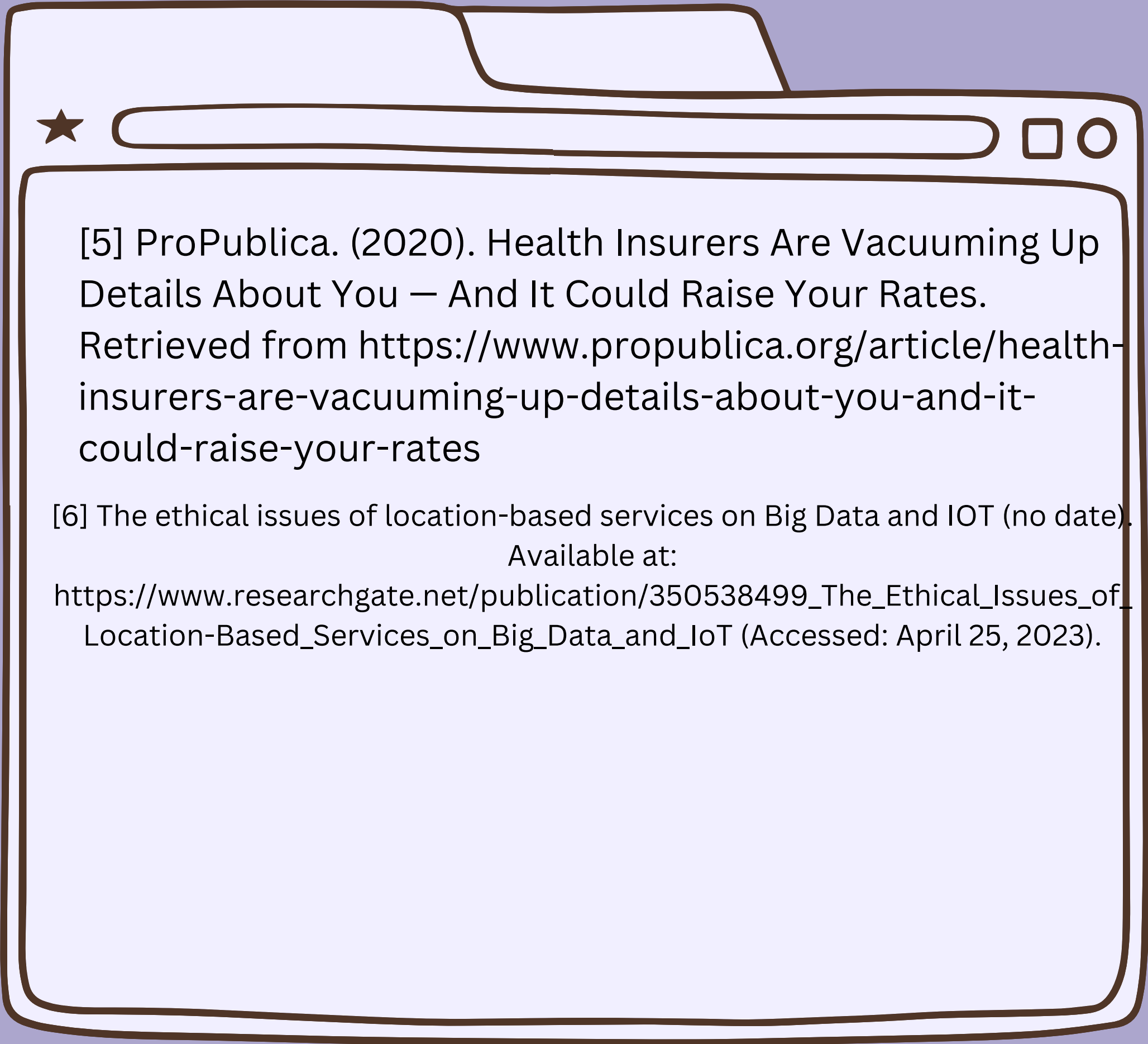


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Thank you



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