

Mobile Device Tracking Tweets

On February 4, 2014, the FTC's Division of Privacy and Identity Protection hosted the first of its three Spring Privacy Series seminars in Washington, D.C. This one was titled: [Mobile Device Tracking](#). FTC staff live-tweeted the 2-hour event from the Commission's [@FTC](#) Twitter account.

The following is a transcript of tweets and retweets from @FTC in chronological order for ease of reading. All Tweets, without handles removed, remain publicly available on the @FTC account for as long as Twitter allows.

Good morning! If you're joining FTC workshop on mobile device tracking at 10 am ET, agenda is here: <http://go.usa.gov/Bvbk> #FTCmobile

Webcast link for FTC's mobile device tracking seminar, starting at 10am ET: <http://bit.ly/1bgdyNZ> #FTCmobile #mobile #privacy

FTC Chairwoman Edith Ramirez prepared a brief statement on mobile device tracking - we'll tweet it now. #FTCmobile #privacy #mobile

Mobile device tracking seminar is good opp for us to gain better insights into emerging uses of mobile technology, says Ramirez. #FTCmobile

Ramirez: We'll explore this tech - used by retailers & other biz across country - & its potential impact on consumer #privacy. #FTCmobile

We appreciate stakeholder support of FTC's workshop, which will help deepen our understanding of the issue. - Ramirez #FTCmobile

CTO Latanya Sweeney, @techFTC, gives a MAC address tracking demonstration before FTC seminar. #FTCmobile pic.twitter.com/yjUkac7cJ2

FTC #mobile device tracking seminar starts in 10 minutes! Webcast: <http://bit.ly/1bgdyNZ>
Agenda: <http://go.usa.gov/Bvbk> #FTCmobile

You can tweet your ?s to us, or email mobiledvicetracking@ftc.gov – staff will do their best to answer during or after seminar. #FTCmobile

We've started! #FTCmobile

Amanda Koulousias, FTC staff attorney in Division of Privacy & Identity Protection, welcomes attendees & introduces @ashk4n. #FTCmobile

Ashkan Soltani, independent researcher & consultant, provides a technical overview of mobile device tracking. #FTCmobile

Soltani discusses how mobile devices collect and store location data. #FTCmobile

At FTC mobile device tracking seminar, @ashk4n discusses unique mobile identifiers. #FTCmobile pic.twitter.com/MEGmF8TBPL

Soltani mentions a blog post by Ed Felten, former FTC CTO, on hashing. Read it here: <http://bit.ly/1fdzywE> #FTCmobile

Questions? Tweet them w/ #FTCmobile and we'll submit to moderators.

(retweet) @ashk4n: Cell-tower-based location (GSM) more accurate than WiFi b/c your phone is always connected, sending out a "heartbeat." #FTCMobile

We're moving into our panel discussion now. #FTCmobile

Moderators: FTC's Koulousias & Anderson. Panelists L 2 R: Westerman; Reisenbach; Schoen; Duncan; and Tinley. #FTCmobile

(retweet) Good overview by @ashk4n at #FTCmobile. Lots of tracking technologies.

(retweet) @ashk4n: Benefits of mobile tracking technology? #Retailers can use data to improve/influence customers' in-store movements. #FTCMobile

Moderator: Give us more insights on what retailers are looking at: new or existing customers? People that walk by or enter? #FTCmobile

Reisenbach, inside, says they're looking at pathing, dwell time, wait time & repeat visitation for chain. #FTCmobile

(retweet) Slides from my tech overview at the @FTC Mobile Device Tracking workshop available here: <http://ashkansoltani.files.wordpress.com/2014/02/soltani-ftc-mobile-device-tracking-2014-02-19.pdf> #FTCmobile

(retweet) #FTCMOBILE: Seth Schoen of @EFF: A person's location is a critical #privacy issue because location can lead to so much other private info.

(retweet) inside CEO James Reisenbach says all mobile device information is hashed/unidentifiable to specific device or person #FTCMobile

Ilana Westerman says on average, consumers trust retailers. People willing to give up info for a deal. #FTCmobile

People are 2.5x more willing to give their information if it "makes sense." - Westerman
#FTCmobile

There is low awareness of potential in-store data collection, says Westerman. #FTCmobile

Westerman discusses ways to improve consumer awareness of retail mobile tracking.
#FTCmobile

Awareness is a big design challenge, says Westerman. #FTCmobile pic.twitter.com/bzvhZFtzoH

Duncan: There's a conflict right now between online retailers and brick-&-mortar. B&M wants to compete more w/one-click shopping. #FTCmobile

(retweet) Watching livestream of @FTC's privacy workshop on mobile device tracking:
<http://www.ftc.gov/news-events/events-calendar/2014/02/spring-privacy-series-mobile-device-tracking> #FTCmobile

Retailers not interested in upsetting the apple cart of the years they've spent building consumer trust, says Tinley. #FTCmobile

Moderator: Let's talk about aggregated analytics - are stores notifying their customers right now? #FTCmobile

Panelists discuss aggregated analytics at FTC seminar on mobile device tracking. #FTCmobile
pic.twitter.com/btk7BevkN3

For anyone looking for the Mobile Location Analytics Code of Conduct: <http://bit.ly/IRAs3d>
#FTCmobile

ICYMI - Blog post from @TechFTC: My phone at your service: <http://go.usa.gov/BwBh>
#FTCmobile

Thanks to everyone for participating in our seminar today on mobile device tracking. More to come: <http://go.usa.gov/BwKP> #FTCmobile