Future of Privacy Forum Partners with The Wireless Registry to Create Central Location Analytics Opt-out Service
Consumers Get New Mobile Privacy Option

WASHINGTON, D.C. - Tuesday, February 18, 2014 – The Future of Privacy Forum (FPF), a Washington, DC-based think tank seeking to advance responsible data use and consumer privacy, and The Wireless Registry Inc., the first global registry of wireless names and identifiers, today announced the launch of a new platform that will allow consumers to easily and quickly opt-out of mobile location analytics at thousands of locations in the U.S.

Increasingly, facilities such as airports, stores and hotels use Mobile Location Analytics technology to understand the traffic patterns of people in their venues. By learning and using insights, such as how long customers stand in line and how they generally move around an area, these facilities can enhance operational efficiency and improve user experience.

Mobile location analytics companies that have agreed to FPF’s new Mobile Location Analytics Code of Conduct will honor the requests of consumers who wish to opt-out of having their location collected. Consumers opt-out by entering their phones’ Wi-Fi or Bluetooth MAC address at www.smartstoreprivacy.org.

Once a consumer has opted out, participating companies will no longer associate information about that consumer’s presence at a location with a MAC address. These companies will only use that MAC address to maintain the device’s opt-out status. The opt-out site will be live as of today, February 18th, and companies will begin processing opt-outs within 30 days.

The platform was built for the Future of Privacy Forum by The Wireless Registry, and will be operated under the direction of the FPF.

“Retailers, airports, and other venues increasingly use technologies that analyze customer location to help learn about wait times in check-out lines and to improve the customer experience. But with the use of data comes the obligation of committing to responsible privacy practices”, said Jules Polonetsky, Executive Director, Future of Privacy Forum. “With the Wireless Registry, we are pleased to join with the leading mobile analytics companies to offer consumers a choice about the use of these services.”

FPF worked with the companies and U.S. Senator Charles Schumer (NY) to develop a Code of Conduct, announced in October 2013, ensuring that appropriate privacy controls are available as companies seek to improve the consumer shopping experience.

Participating mobile location analytics companies in the Code of Conduct and opt-out website include: Aislelabs, Brickstream, Euclid, Iinside, Measureence, Mexia Interactive, Path Intelligence, Radius Networks, ReadMe Systems, SOLOMO, and Turnstyle Solutions.
“This platform will give consumers the ability to seamlessly inform companies they do not want the identity of their devices used for analytics purposes,” said Patrick Parodi, CEO and co-founder, The Wireless Registry. “The Future of Privacy Forum and The Wireless Registry share the mission of providing individuals with the ability to take control while giving mobile analytics companies the ability to act responsibly in honoring an individual’s privacy choices.”

**About the Future of Privacy Forum**
The Future of Privacy Forum (FPF) is a Washington, DC-based think tank that seeks to advance responsible data practices. The forum is led by internet privacy experts Jules Polonetsky and Christopher Wolf and includes an advisory board comprised of leading figures from industry, academia, law and advocacy groups. Visit [www.futureofprivacy.org](http://www.futureofprivacy.org).

**About The Wireless Registry**
The Wireless Registry Inc. is the first global registry for wireless names and identifiers, which enables thousands of new proximal services and gives businesses and individuals the power to engage with their surroundings in ways never before possible. The Wireless Registry has built new infrastructure that allows individuals and businesses to take control of the meaning of wireless signals they already have.

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