Headquarters Air Mobility Command

Location-Based Services

HQ AMC/A6OS Cyber Surety

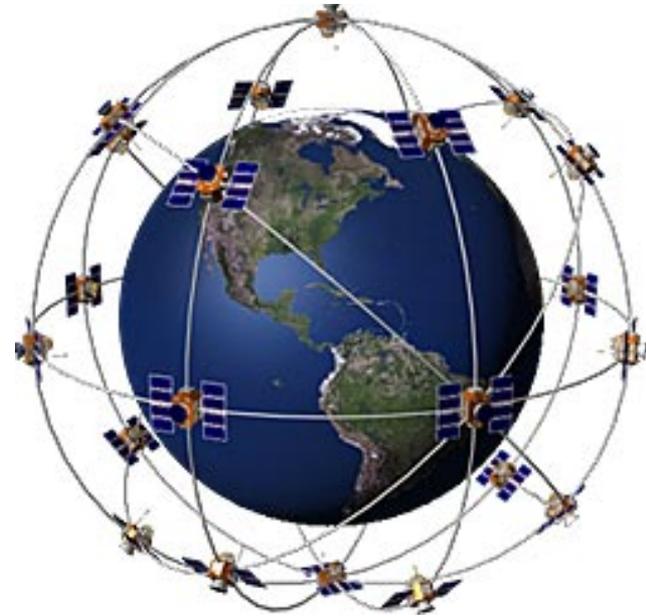# Location-Based Services

- **Location-based services (LBS) are an information and entertainment service, typically accessible with mobile devices that utilize geographical positioning**
  - **Geotagging**
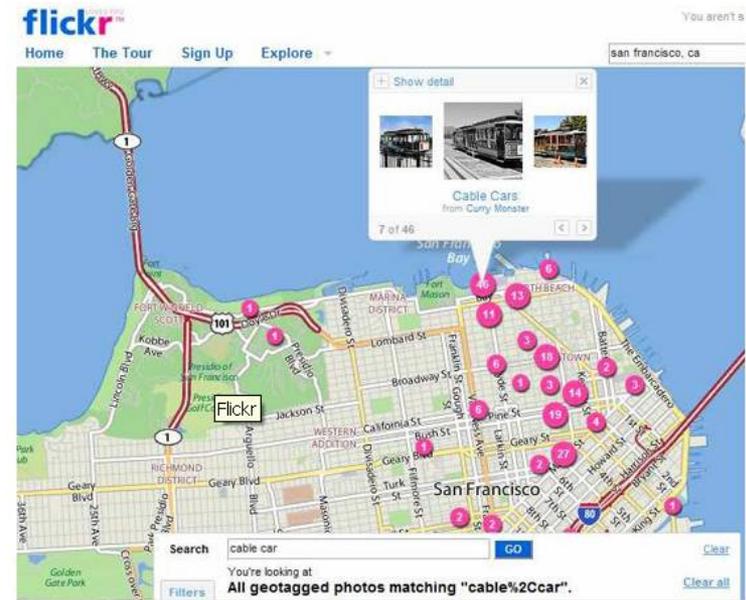 - **Check-in services**
  - **Proximity-based systems**

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Geotagging

- **Geotagging is the process of adding geographical identification metadata to various media such as photographs, video, websites, SMS messages, or RSS feeds**
  - **Social networking sites (Twitter, Facebook)**
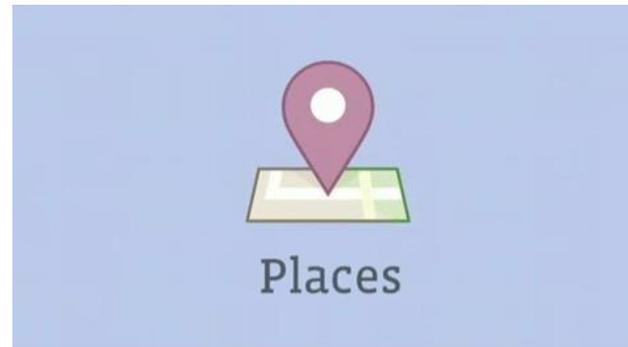 - **Smart phones (iPhone, Android)**
  - **Digital Cameras**

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Social Check-in Services

- **Social Check-in Services allow users to "check-in" to physical locations using GPS or cellular triangulation to locate the user**
  - **Facebook Places**
  - **Foursquare**
  - **Gowalla**

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Facebook Places

- **Places is a Facebook feature that allows users to see where their friends are and share their real world location**
- **Places can be accessed from the iPhone Facebook app or the Facebook web interface on other mobile devices**
  - **Uses GPS or cellular triangulation to "check-in" to locations identified in the Facebook location database**
  - **Users can create new locations for establishments they visit via the web interface**
- **Places is intended to allow users to notify Facebook friends where they are and what they are doing**

Places

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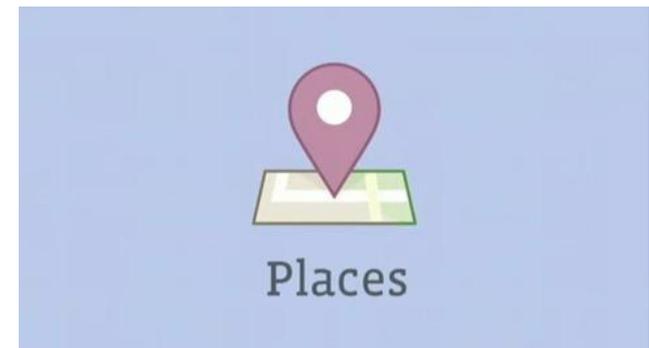
Facebook Places

- **What you need to know:**
  - **Places does NOT automatically post your location**
  - **By default location information is only available people on your friends list**
  - **Friend's Places updates can be blocked from your News Feed if you don't want to see the updates**
  - **Anytime you post location information on the Internet there is the potential for misuse or abuse**
  - **A breach of Facebook's security could result in your location data being stolen and analyzed**

Always think OPSEC when deciding if and when to use location based check-in services

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Proximity Based Systems

- **Proximity based systems allow users to access services, such as payment systems or custom advertisements, by being in close physical proximity to a transmitter**
  - **Bluetooth**
  - **Radio-frequency Identification (RFID)**
  - **Near-field communication (NFC)**

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Questions

Please contact AMC/A6OS Cyber Surety DSN 779-6298

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