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## **The Architecture of Information Privacy: Legal Analysis on Location Based Services**

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### Abstract

More and more carriers purchase commercial location service solutions from location commerce platform providers that integrate network-based or GPS technologies with applications and content to deliver services to an end-user wireless device. Application providers develop services like news delivery, weather forecasting, restaurant or movie guides, location-based couponing and other commerce-related wireless programming. To match consumers with merchants effectively in the location services environment, application providers may develop a profile of an end-user's interests and then access content sources matching those interests with favorite products. This comment addresses fundamental privacy concerns raised by the Location Based Services (LBS). First, it provides a brief explanation of how location-tracking technology works and describes ways that wireless carriers and non-carriers will use the technology to deliver location-based services. This section also provides a general overview of consumer privacy concerns that flow from using this technology. Second, this comment proposes a solution—a property regime for personal data replaces today's liability regime to

achieve a sound regulatory framework of data protection. Finally, this comment examines the privacy infringement occurred in the value chain of location based services and suggests additional legislations enacted in Telecommunications Act, Data Protection Act, Criminal Act and other related regulations in Taiwan.

Keywords: privacy, Location Based Services (LBS), Telecommunications Act