

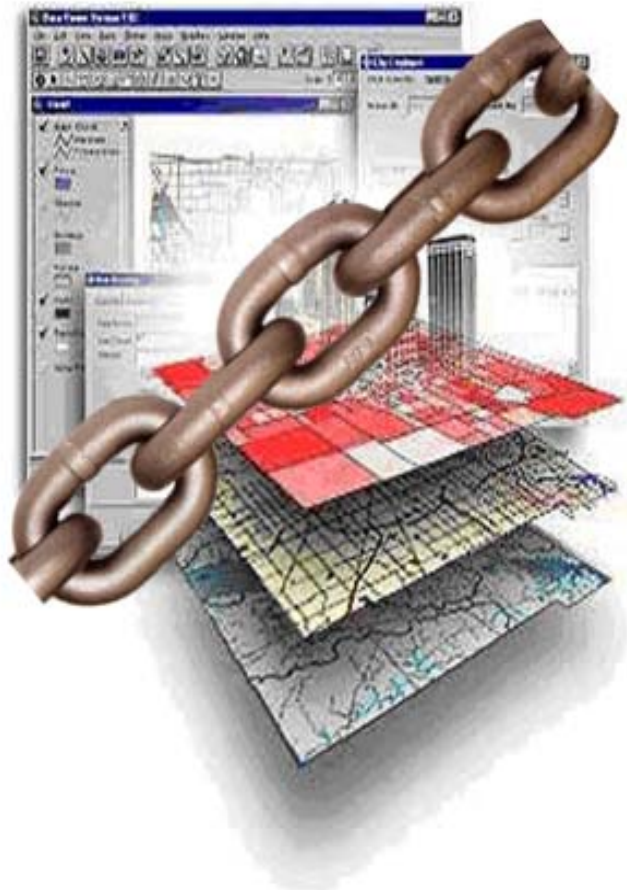


OMNILINK's Spatial Privacy Risk Management

In recent years there has been an explosive growth in location technologies, ranging from GPS-based phones, satellite navigation, telematics, location-based services, RFID applications, spatial mapping and availability of precise geospatial content on the internet. While there are exciting opportunities for organisations involved in these businesses, there are also associated risks in handling of these complex data structures. These risks have not been fully understood or recognised and the pace with which these technologies are growing have outstripped both legal and policy attention.

Sensitivities about privacy protection of consumer information are heightened, and issues related to management of spatial and identifiable data are becoming increasingly complex. Taking a proactive approach to addressing spatial privacy risks can help organisations build customer trust, protect their brand, avoid costs, and help them better manage financial risks.

OMNILINK's '*Spatial Privacy Risk Management Model*' can refine location privacy from an abstract concept into concrete actionable issues. This model has evolved through in-depth research. We also outline two case studies describing our use of this privacy risk model in the design of two applications which use GPS and RFID technologies, namely, GPS-enabled insurance and electronic toll collection.





Our privacy risk management program can help organisations address these issues and ultimately help them create a new covenant of trust with their stakeholders. The key benefits of this proactive approach include:-

- ✓ Customer satisfaction
- ✓ Reduced vulnerability to reputation from litigation
- ✓ Differentiator from competitors
- ✓ Management of privacy as a business strategy
- ✓ Compliance with regulatory regimes as well as being prepared for any future changes.

Our solutions for privacy risk management include:-

- Assessing and mitigating potential vulnerabilities associated with spatial data.
- Conducting spatial privacy impact assessments.
- Conducting spatial privacy audits.
- Recommending how to manage spatial privacy responsibly and effectively in the context of ensuring business growth.
- Spatial privacy training and workshops.

If you would like to discuss how OMNILINK and our expert consultants could assist you to identify your privacy risk please contact us through the email below or contact David Bruce (Director - Business Development) by email davidb@omnilink.com.au or mobile on 0416 119 151

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SPATIAL PRIVACY RISK MANAGEMENT