

Privacy Issue in Telematics

- LBS Law -

March 2, 2005

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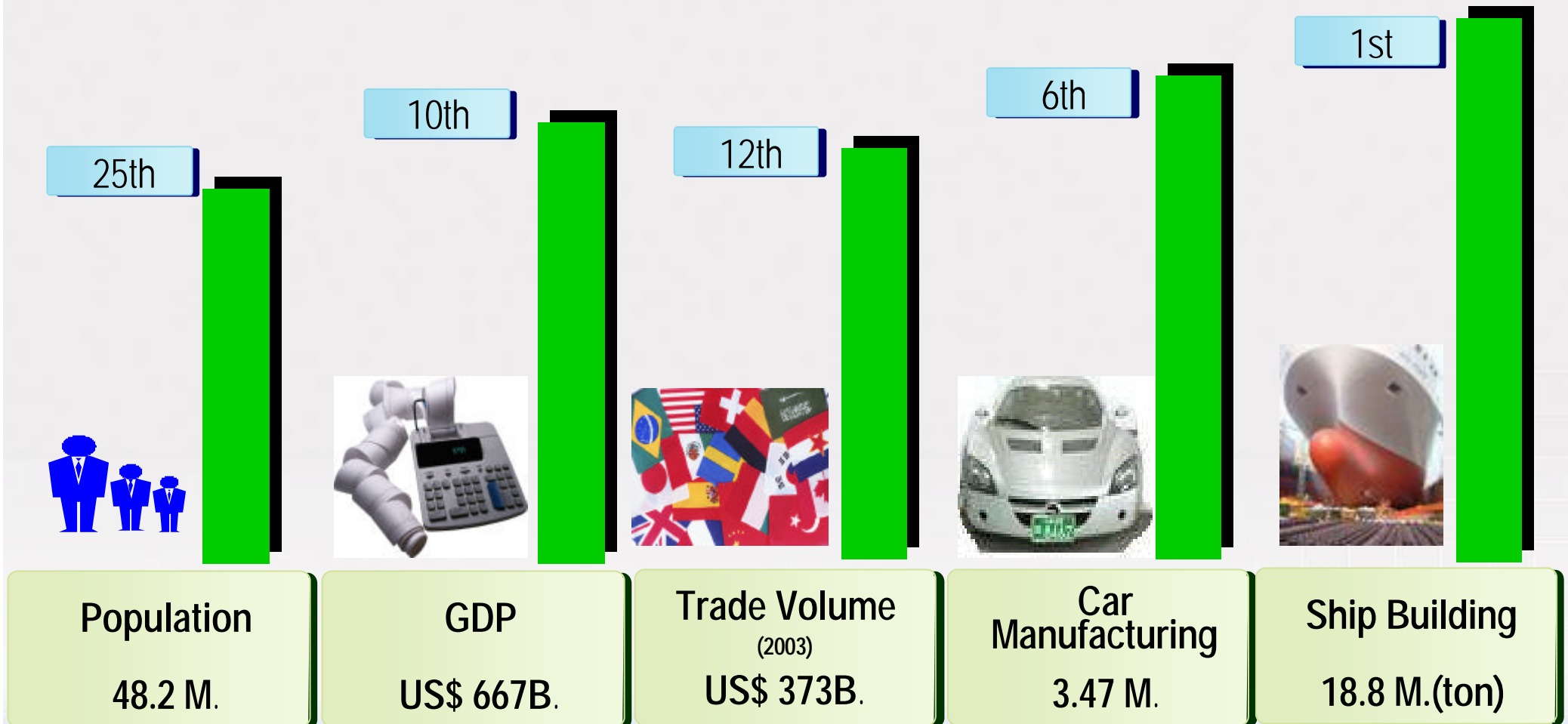
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I-1 Overview of Korean Economy(2004)



< Global Rank >



I-2 Status of ICT Korea



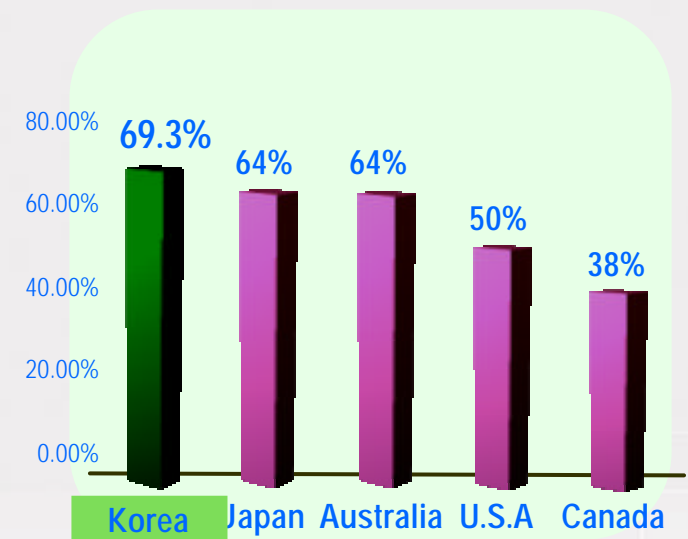
Internet Use

Country	%	Rank
Iceland	67%	1
Korea	60%	2
Sweden	57%	3
US	55%	4
New Zealand	53%	5

Broadband Subscribers

Country	#	Rank
Korea	218	1
HK	153	2
Canada	112	3
Taiwan	93	4
Belgium	84	5

Mobile Phone Subscriber Ratio



(# of subscribers per 1,000 inhabitants)

Source : ITU, IMD World Competitiveness Yearbook 2004 , World Telecommunication Indicator

“Most competitive in IT industry among OECD countries”
 - 2004 (Source: OECD)

I-3 Korean ICT Strategy : IT839



IT 839 Strategy for Another Take-off

8 Services

WiBro Service

DMB Service

Home N/W Service

Telematics Service

RFID-based Service

W-CDMA Service

Terrestrial DTV

Internet Telephony

3 Infrastructures

Broadband
Convergence Network

U-Sensor Network

Internet Protocol v6

9 Products

Next-Generation
Mobile Communications

Digital TV

Home Network

IT SoC

Next-Generation PC

Embedded SW

Digital Contents

Telematics

Intelligent Service
Robot

II-1 LBS in Telematics

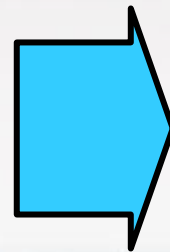
LBS(Location-Based Service)

▶ It is application service which is based on mobile network and utilizes LDT (Location Determination Technology) to seize the location of person or object.

- LBS became a killer application for growth of Telematics Business.
- LBS can be used most efficiently to vehicles on the road.
 - LBS is recognized as basic technology of telematics.

LBS in Telematics

- **Navigation**
- **Real time Location-Based Traffic Info.**
- **Theft Tracking**
- **Emergency Assistance**
- **Location-Based B2C : V-Shop**
- **Location specific Advertisement**



Privacy Issue

- **Personal location information exposed to Telematics Service Provider**
 - ☞ **Legal steps are needed to prevent abusing personal location information and to protect privacy**

II-2 Overview of LBS Law

Background of Enactment LBS Law

- Rapid growth of mobile communication technology
 - Possible introduction of various application services based on the LBS such as logistics, security, advertisement, traffic and commerce transaction etc.
- ? Technologies and services utilizing subscriber's location information are generalized.
 - Obtaining in-detail location information by combining GPS and networks is available.

Necessity of Enactment LBS Law

To enhance Personal location information Protection

Prevent disclosure or misuse of personal information.

To support activation of LBS

LBS is expected to become a core service of IT839 Strategy.

To use personal location information for the public use

LBS Law is used for public use such as emergency rescue, danger warning and so forth.

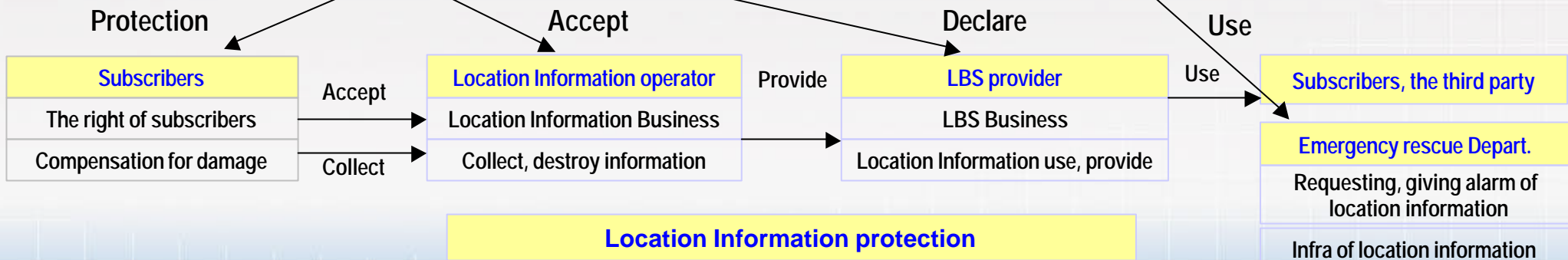
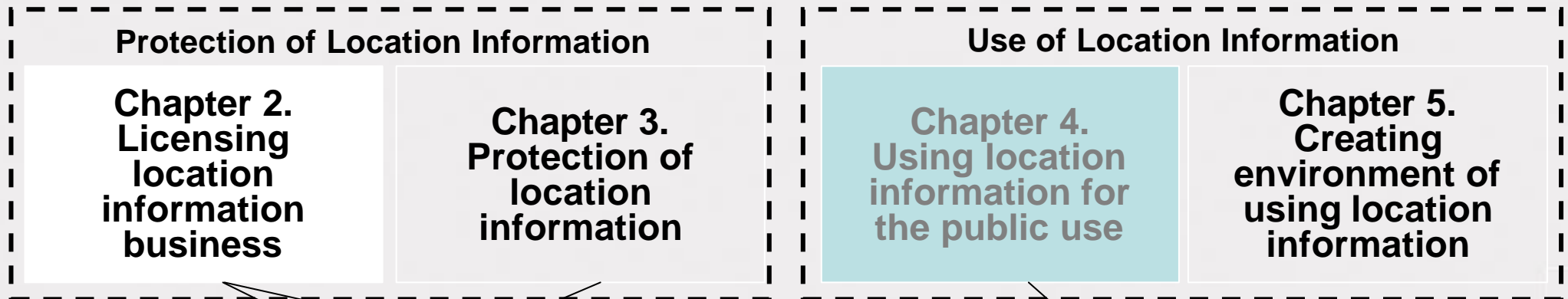
To create environment for LBS business

Prepare legal environment as the new businesses are emerging.

II-3 Structure of LBS Law

Chapter 1. General Rules

Chapter 6. Penalties



II-4 Contents of LBS Law(1)

Location Privacy Protection

- Location Information Operator- LBS provider must specify legal obligation on the stipulation when they collect personal location information or provide services and they must obtain subscribers' agreement.
- Location Information Operator can use privacy info. only for agreed purposes and can not provide it to third party.
 - * Provider must destroy personal location information immediately when they achieve the purpose.

Commercializing LBS

- > Location Information Operator must receive license and LBS provider must report before setting up business.
- > Destroying the evidence collecting and using location information is compulsory.
- > Revocation of license and suspension of business may be applicable.
- > Making a stipulation and reporting system are mandatory.

II-4 Contents of LBS Law(2)

Public LBS : Emergency Service

- Emergency rescue department can request personal location information and give danger warning to Location Information Operator and they can not reject it.
 - Request personal location info. : when subscribers request emergency rescue
 - Request danger warning : giving warning to the subscriber located in dangerous area like typhoon, heavy rain, fire, chemical accident etc.
- ? limited to special request of telephone service such as 911

Environment for LBS Business

- The minister of MIC is arranging policies to create good environment for using of location information
- MIC supports technical development and various LBS related businesses.

II-5 Privacy in LBS Law



	Obligation		Subscriber's Rights
	Common fact	Individual fact	
Location Information Operator	<ul style="list-style-type: none"> <input type="checkbox"/> Automatic recording is required when using, providing, collecting, and approaching location info. <input type="checkbox"/> Must receive subscribers agreement before collecting location info. 	<ul style="list-style-type: none"> <input type="checkbox"/> Agreement of collecting and providing location info. must be completed via stipulation. <input type="checkbox"/> Reasonable request of LBS provider can not be rejected. 	<ul style="list-style-type: none"> <input type="checkbox"/> Withdraw agreement <input type="checkbox"/> Temporary veto right <input type="checkbox"/> Right to know and request the evidence of operating personal info. <input type="checkbox"/> Compensation for damage <input type="checkbox"/> Request for adjudication and grievance mediation
LBS Provider	<ul style="list-style-type: none"> <input type="checkbox"/> Location Information Operator can use privacy info. only for agreed purposes and can not provide it to third party. <input type="checkbox"/> Dispose location information after achieving the purpose. <input type="checkbox"/> Notice to the subscribers when they transfer their business. 		

II-6 Safety in LBS Law

	Obligations	Subscriber's Rights
Location Information Operator	<ul style="list-style-type: none"> <input type="checkbox"/> Provide personal location information whenever there are request from the right parties. <input type="checkbox"/> Give an alarm to the people in danger area when the proper entities request. <input type="checkbox"/> Provide personal location information must be operated on the system. <input type="checkbox"/> Report statistic data of providing location information and danger warning to MIC 	<ul style="list-style-type: none"> <input type="checkbox"/> Citizen can receive variety benefits of emergency rescue service using personal location information
Emergency Rescue Department	<ul style="list-style-type: none"> <input type="checkbox"/> Possess location information system 	



Thank you !!

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