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Linking Online Tools to Physical Locations

Mariah Cherem
Elizabeth Skene
image removed
Checking In

Facebook Mobile App Check-in

Gowalla, http://gowalla.com

Foursquare, http://foursquare.com
Why check in?

Text messages on an iPhone

Unlocked Badges, Foursquare

Gowalla for mobile phone screenshot, Gowalla,
Rewards

- **Bottled Water** 3/13/2009 Parks, Theme Park, Gas & Automotive (Limited to 50,000)
- **Bowl of Noodles** 9/15/2009 Food - Food & Foodies, Food - Other, Asian Restaurant. Retired in April 2010. (Limited to 30,000)
- **Box of Cigars** 3/13/2009 Pub, Corporate - Office
- **Box of Cookies** 1/19/2010 Coffee shop, Dessert, Bakery, Home - Apartment, Sandwich Shop, Food & Foodies, Home - Duplex
- **Bratwurst** 3/13/2009 Burgers
- **Briefcase** 6/25/2010 Office Buildings, Skyscrapers, Libraries
- **Bucket of Popcorn** 3/26/2009 Movie Theaters, Movie Rental. Originally released as a SXSW item.
Rewards

We’re offering a special Twitter-ONLY in-store #CVStweal! Clk here to get your $4 off $20 coupon! http://ow.ly/2CyGV (Expires 9/15)

CVS_Extra Twitter Message, Twitter.

Welcome to Starbucks
75 Mt Auburn St

As mayor of this store, enjoy $1 off a NEW however-you-want-it Frappuccino blended beverage. Any size, any flavor. Offer valid until 6/28.

(Tue May 18 @ 9:02 AM)

Foursquare Mobile Screenshot, Foursquare.
Meeting Up
Meeting Up

#dogup fundraiser:

![Image of dog on playground equipment]

![Image of name tag: HELLO my username is @](https://example.com)

![Image of Meetup logo](https://example.com)
Reviews & Finding Local Businesses

Yelp's "Monocle" view using augmented reality
Geolocation and Eating Local

- Locavore App
- Find Fruit
- Farmers Market Finder
Foodspotting

Foodspotting homepage screenshot

The latest

Share a food (or drink) you recommend

Welcome to Foodspotting!
Share a food you recommend or see what others have recommended near you!

Spotted by...

Fresh And Fit Protein Breakfast @ Mimi's Cafe
📍 1400 South Harbor Boulevard Anaheim, CA
Last spotted by Solitary Cynic 7 minutes ago from iPhone.

Spotted by...

Pho Bo @ Tin Vietnamese Cuisine
📍 937 Howard Street San Francisco, CA
Last spotted by Jason W, Lloren 8 minutes ago from iPhone.

Log in  Sign up

iPhone Available on the App Store

Welcome to Foodspotting!
Share a food you recommend or see what others have recommended near you!

All Time Top Foodspotters

Randy F.
91750 points
Follow

Darwin
64740 points
Follow

This Week's Top Foodspotters

Pixelboy
125 spotted this week

pinku.neko
73 spotted this week

Foodspotting, Foodspotting homepage screenshot

Foodspotting, Foodspotting homepage screenshot
Cricital mass online = deals in person
Augmented Reality

Robin Ashford, "junaio 2.0 augmented reality app on iPhone 4 - Portland, OR, USA", Flickr

stunned, "NAMAland augmented reality app", Flickr
Unintentional Sharing

Andrew Bossi, "2010 07 11 - 3337 - Washington DC - WMATA SmartTrip Cards", Flickr

RustyBrick, "Parking Meter for iPhone screenshot", RustyBrick

ErynCerise, "E-Z Pass Only", Flickr
The Darker Side

I Can Stalk U
Raising awareness about inadvertent information sharing

Who have we stalked recently?

ICanStalkU was able to stalk SpeakYourMindNV at Billie Dove Ct Sparks NV
1 minute ago • Map Location • View Tweet • View Picture • Reply to SpeakYourMindNV

ICanStalkU was able to stalk nigel611 at 2264 Martha St Philadelphia PA
3 minutes ago • Map Location • View Tweet • View Picture • Reply to nigel611

ICanStalkU was able to stalk pekingspring at http://maps.google.com/?q=51.4706666667,-0.008666666667
6 minutes ago • Map Location • View Tweet • View Picture • Reply to pekingspring

ICanStalkU was able to stalk shannonloftis at Bear Creek Pkwy Redmond WA
6 minutes ago • Map Location • View Tweet • View Picture • Reply to shannonloftis

ICanStalkU was able to stalk SeanNCullen at 99 Crestwell Walk San Francisco CA
5 minutes ago • Map Location • View Tweet • View Picture • Reply to SeanNCullen

ICanStalkU was able to stalk Cecile Jandau at http://maps.google.com/?q=48.584905556.7.7500888888
5 minutes ago • Map Location • View Tweet • View Picture • Reply to Cecile Jandau

Links

- Mayhemic Labs
- PaulDotCom
- SANS ISC
- Electronic Frontier Foundation
- Center for Democracy & Technology

How did you find me?

Did you know that a lot of smart phones encode the location of where pictures are taken? Anyone who has a copy can access this information.

read more

Help me fix this!

Disabling Geo-Tagging
The Darker Side

Raising awareness about over-sharing

Check out our guest blog post on the CDT website.

Next step

1. We are satisfied with the attention we've gotten for an issue that we deeply care about. If you're interested, you might like to read these articles:
   - On Locational Privacy, and How to Avoid Losing it Forever
   - Over-sharing and Location Awareness

Currently we're looking through the emails we've received regarding the future of the website. As soon as we've thought of a suitable way to continue, you'll find it right here.

We're not showing the Twitter messages anymore, as they no longer add anything. If

More Info

Home
Why

Made Possible By

ForTheHack

Foursquare
Twitter
@boyvanamstel
@frankgroeneveld
The Darker Side

Facebook, Twitter Users Could Face Insurance Hikes

Like Foursquare? Hope so, cuz your insurance just went up

Insurance hikes, privacy risks, for social media users

On February 23, 2010, in Anonymity & Online Identity, Control, Privacy, & Technology, Cybersecurity, Privacy: Who Can You Trust?, by Jacob A
The Darker Side

"careless use of these services by airmen can have devastating operations security and privacy implications."

- US Air Force

Brian Moore, "WWII Propaganda: Loose Tweets Sink Fleets". Flickr
Phone could alert burglars

Knight-Ridder Newspapers

NEW YORK — If you have an answering machine that tells callers you are not at home it could alert potential burglars, advises Family Circle magazine.

Instead, the message should say you’re “unable to talk” at the moment and leave word that you’ll get back to the caller as soon as possible.

ANOTHER WAY the thief knows you’re not home, this one which is a complete shock!!

A GOOD ROBBER reads the newspaper and takes note of funeral dates, wedding announcements, parties and (get this) wakes.

WHILE mourners are at wakes and funerals, the robber knows not a soul will be at home during the announced hours of the sad event. At the time beweved persons are weeping, he’s happy as a lark.

And he loves church weddings because you won’t be home until after the reception.
Have fun
Be safe
Be smart
The Fine Print

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Living Social
Stella Artois app
Wikitude
Nearest Tube
Parking Meter
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Please Rob Me

Yelp
Foursquare
Facebook Places
Gowalla
Meet up
Twitter
Locavore
Foodspotting
Find Fruit
Farmers Market Finder
Additional Source Information
for more information see: http://open.umich.edu/wiki/CitationPolicy

Slide 5, Image 1: Facebook Mobile App Check-in. FAIR USE
Slide 6, Image 3: Text messages on an iPhone. FAIR USE
Slide 7, Additional Images: FAIR USE
Slide 8, Image 2: CVS_Extra Twitter Message, Twitter, http://twitter.com/CVS_Extra FAIR USE
Slide 8, Additional Images: FAIR USE
Slide 10, All Images: FAIR USE
Slide 11, Image 3: Yelp Monocle AR on iPhone screenshot. FAIR USE
Slide 14, Image 2: Groupon Logo, FAIR USE
Slide 14, Image 3: LivingSocial Mobile App Screenshot, LivingSocial
Additional Source Information

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Slide 15, Image 3: Robin Ashford, "junaio 2.0 augmented reality app on iPhone 4 - Portland, OR, USA", Flickr, http://www.flickr.com/photos/25095603@N07/5090554673/, CC: BY-NC-SA 2.0,


Slide 18, Image 1: Please Rob Me Homepage Screenshot, http://pleaserobme.com/


Slide 21, All Images: FAIR USE