



UK Government

Location data ethics: Building public confidence in location data

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Outline

- 1) The importance of building public confidence to maximise location data use
- 2) The Geospatial Commission's approach
- 3) Location data ethics: The ABC



UK Government

About the Geospatial Commission

The UK's Geospatial Commission delivers the national geospatial strategy. This sets out how, together, we can enable the UK to unlock the power of location.

We are an expert committee that is part of the UK's central government department, the Cabinet Office.

We have four key missions:

- 1. Promoting and safeguarding the use of location data**
2. Improving access to better location data
3. Enhancing skills, capabilities and awareness
4. Enabling innovation

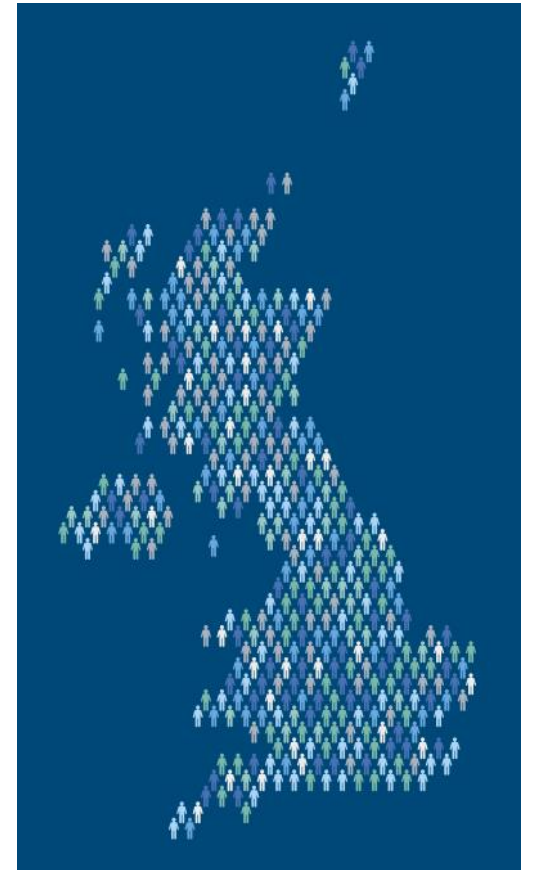


Geospatial
Commission



Building public confidence in location data

- Location data underpins our modern digital society
- Public trust and confidence in its use is vital
- Enabling innovation and unlocking public benefits





Location data ethics: considerations

- Complexity: ethical considerations shift with societal and technological changes
- Unique considerations: ubiquity, level of detail, ability to put other data into context to provide new insights
- Applications





The Geospatial Commission's approach

- Independent Public Dialogue
- Quantitative survey with YouGov
- Engagement with practitioners, including independent Oversight Group
- Wider ethics landscape





Public Dialogue on Location Data Ethics

- 85 participants from across the UK
- 5 significantly impacted groups
- 4 online workshops
- 7 specialist presentations
- Independent Oversight Group

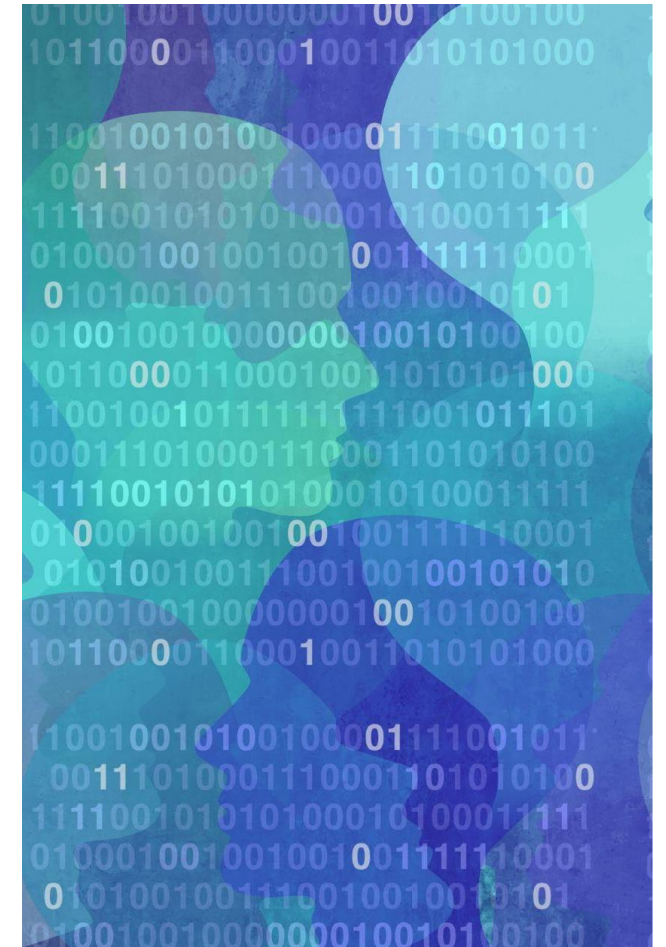




The ABC building blocks of the ethical use of location data

ABC proposes three shared values to safeguard and build the public's trust and confidence in the use, sharing and reuse of location data, creating a system in which we all stand to benefit.

- **Accountability**
- **Bias**
- **Clarity**





Accountability

- Direct lines of accountability between data subject and data controller can build public confidence in organisation's internal governance and oversight mechanisms.





Bias

- Organisations should be mindful of the different types of bias that can result from the use of location data.





Clarity

- When the public have a greater understanding and awareness of location data, this improves their trust in its use.





Geospatial Commission

You can find out more about our work at:



[gov.uk/government/organisations/geospatial-commission](https://www.gov.uk/government/organisations/geospatial-commission)



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