

Federal Trade Commission

RE: "Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Businesses and Policymakers" Comments from a Small Business

To FTC:

I respectfully urge the FTC not to implement any enforcement or broad regulation that would have a harmful affect on firms like CompassCom Software Corporation in the Mobile Resource Management business. We utilize GPS technology for fleet management and dispatch. Specifically, the FTC report imprecisely uses and regulates the term "precise geolocation information" or "precise geolocation data". This would adversely impact consumers, geospatial firms, and government programs.

My firm is particularly concerned that this term was not defined in the FTC staff report and the proposed regulations will have broad and harmful unintended consequences on our business of development of Mobile Resource Management and Fleet Management software and services.

The use of the term "geolocation" or other geospatial relevant terminology that appears in the FTC regulations will impose a significant new liability on my firm. It regulates areas of the economy and geospatial activities that have not been identified as a problem or pose any privacy concern to citizens. The regulations could thwart common, legitimate, and emerging uses of geospatial data for emergency response/post disaster remediation, insurance, environmental protection, E-911 & ambulance services, fleet management, property security, navigation, monitoring/early warning system, and others.

Moreover, activities, technologies, and applications development could be deemed illegal. For example, it would be impractical, if not impossible, for my firm to obtain prior approval or consent from individual citizens prior to acquiring or applying data such as point of interest, aerial photography, or parcel, address, route or transportation data. The FTC regulation would effectively ban my firm or our clients, from important value added integration and application activities that improve their operations.

Finally, any such FTC regulation could put U.S. companies at a significant and insurmountable competitive disadvantage against foreign firms that may not be covered by that regulation or for which enforcement would be impractical. These regulations could potentially roll back the clock on the advantages GPS and GIS technology give fleet operators to improve efficiency, safety, and customer service. As a women owned small business we have been investing in providing these solutions to industry and government fleets for 16 years. These regulations could put us out of business and put our staff out of work.

FTC should provide the necessary and desirable privacy protections to individual citizens; however, it should not limit the use of GPS and GIS technology to grow, prosper, and bring to the market those applications that meet the economic demands of consumers and citizens. We

have license agreements that enable the consumer to understand the use of GPS and GIS data prior to using our products and/or services. This approach is consistent with industry practice in the telecom business for many years.

We appreciate the opportunity to comment on this regulation. Contact us if you have questions about how this process will affect our business.

Regards,

Margaret J. Howard  
President

CompassCom Software Corporation