

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 regulations that would have a harmful affect on firms like CompassTools in the Geospatial and GPS mapping business. We provide GPS technology for industries and governments to build precise GIS systems. 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 distributing GPS hardware, 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 utilities, emergency response/post disaster remediation, insurance, environmental protection, E-911 mapping, energy, property security, navigation, monitoring/early warning systems, and others.

Moreover, activities, technologies, and applications development could be deemed illegal. For example, it would be impractical, if not impossible, for my clients to obtain prior approval or consent from individual citizens prior to acquiring or applying data such as GPS survey, point of interest, aerial photography, or parcel, address, agriculture, route or transportation data. The FTC regulation would effectively ban 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 businesses and governments operations to improve efficiency, safety, and customer service. As a small business we have been supporting our clients to providing these solutions 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 many regulations in place today that provide consumer protection for the use of GPS and GIS data for our clients.

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

Regards,

Steve Chiles  
President  
CompassTools,Inc.