**Location Tracking and the Trouble with 'Opting In'**

In reality, the app might not need location data in order to work. But its business partners do, and so do its partners' partners. In fact, making money off otherwise unnecessary location tracking may be the main reason that the app was developed in the first place. And many companies treat consumers' initial "Allow" as a blanket opt-in for a range of later data uses.

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<http://adage.com/article/privacy-and-regulation/opting/306121/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1476040783?utm_visit=113450>

image source:

<http://screenmediadaily.com/wp-content/uploads/2013/04/jiwire_Location_Graph.jpg>