**FCC Rules Requiring Opt-In for Location Data Use Are Closer to Reality**

FCC Chairman Tom Wheeler said he would ask the full commission to vote on the new stricter broadband privacy rules he proposed earlier this year in a meeting scheduled for the end of the month. The rules require the internet service providers that we use for online and mobile device connections to notify consumers of data collection and use and, perhaps most controversial, obtain opt-in consent from consumers before using or sharing sensitive information.

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<http://adage.com/article/privacy-and-regulation/fcc-rules-requiring-opt-location-data-loom/306185/?utm_source=mediaworks&utm_medium=newsletter&utm_campaign=adage&ttl=1476394215?utm_visit=113450>

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<http://network.napco.com/dealerscope/wp-content/uploads/sites/5/2016/01/FCC-tom-wheeler.jpg>