

**Location Service Request form**

**Service Information**

**This form must be completed and submitted to each required network operator for approval PRIOR to using the LBS Facility for Location Messages.**

**Section 1 – Service Provider Information**

<b>Customer Name:</b> (The company directly connected to the mobile networks)	
<b>Application Provider:</b> (The company in the supply chain between the network's Customer and the Service Provider)	
<b>Service Provider Name:</b> (The Company offering the service directly to users)	
<b>Proposed Service Name:</b>	

**Section 2 – Service Type**

Services are defined in the LBS Code of Practice as being either Active or Passive. You are advised to read this Code of Practice before completing this form.

Please tick correct box:

<b>Active</b>	<input type="checkbox"/>	Complete Sections 3,4,5,11 & 12
<b>Passive - Child Location Service</b>	<input type="checkbox"/>	Complete Sections 3,4,6,11 & 12
<b>Passive – Friend Location Service</b>	<input type="checkbox"/>	Complete Sections 3,4,7,11 & 12
<b>Passive – Mobile Games</b>	<input type="checkbox"/>	Complete Sections 3,4 8,11 & 12
<b>Passive – Corporate Location Service</b>	<input type="checkbox"/>	Complete Sections 3,4,9,11 & 12

Some services will use information for promotions and competitions. Many of these services will be active but if a user can be located at some future point after registration then this is passive service and the promotions and competitions section should be completed in section 10.

<b>Promotions and Competitions</b>	<input type="checkbox"/>	Complete Sections 3,4,10,11 & 12
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### **Section 3 – Service Description**

<b>New Service or an addition/modification to an existing service?</b>	
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<b>What is the expected date for launching the service?</b>	
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<b>How much does the service cost to use and how are revenues collected?</b>	
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<b>Please provide URL details for any websites used in the service.</b>	
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<b>Please attach any service terms &amp; conditions and advise where these can be found by a user?</b>	<p><b>They must contain at a minimum the following statements concerning the use of location:</b></p> <ul style="list-style-type: none"><li>● The user agrees to be located i.e. consents for the mobile operator to release their location data to the service provider for the provision of the service.</li><li>● That the service accuracy can vary depending on the user's situation i.e. city vs. country location</li><li>● The service provider has the right to suspend or terminate the service</li></ul>
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<p><b>Service Description</b> Please give a detailed description of the service including a step by step guide on how to use. Please provide any supplementary documents if required. Please also state</p> <ul style="list-style-type: none"><li>● intended audience for the service.</li><li>● how and when the users will find out about the service.</li><li>● an indication as to how many location requests per month will be made.</li></ul>	
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**Section 4 – Customer Support Information**

<b>Customer Support - Telephone number (please also show opening hours &amp; cost of calls).</b>	
<b>Customer Support - Email address</b>	
<b>Website</b>	

**Section 5 – Active Services**

<b>How does the end user know that a Location Request will be made to the network?</b>	
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<b>How and where will the service be advertised?</b>	
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<b>Where can a user see copies of the terms of use and how is this information made known?</b>	
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## **Section 6 – Child Location Services**

To prevent possibly misuse of child location services a number of safeguards have been incorporated into the Code of Practice. Please answer all the following questions to explain how the proposed service will conform to them.

<b><u>1. Identity of the locator.</u></b>	
<b>a) How does the service verify the name, address and if applicable, the mobile telephone number of the locator?</b>	
<b>b) If registration is done via a website how is the locator's email address validated?</b>	
<b>c) Once registration has been successfully completed outline how the PIN number will be sent to the locator – note this must be to a valid UK postal address:</b>	
<b>d) Outline how the service records the above information</b>	

<b>for audit purposes:</b>	
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<b><u>2. Relationship between locator and locatee</u></b>	
<b>a) How is the locatee's date of birth captured?</b>	
<b>b) How is the relationship between locator and locatee established?</b>	
<b>c) If the locator is not the parent or legal guardian what action is taken – note this may be subject to future audit</b>	

<b><u>3. Consent of locatee</u></b>	
<b>a) How is the consent of the locatee obtained ?</b>	
<b>b) If the locatee is under 16 years old outline how both locator and locatee give consent ?</b>	
<b>c) Outline what happens if the locatee does not</b>	

<p>consent but the locator does?</p>	
<p>d) How does the service validate that consent is given via the locatees mobile telephone?</p>	
<p>e) Detail how the service sends out a message to the locatee requesting their consent. This message must include a previously issued activation code known only to the locatee, and conform to the example message given in Annex B of the Code of Practice.</p>	

<p><b><u>4. Information to locatees</u></b></p>	
<p>a) Please explain how the service will provide the locatee on request with a list of all locators that can locate them including the name of the locator and their mobile telephone number:</p>	

<p><b><u>5. Random alerts to locatees</u></b></p>	
<p>a) Once consent has been given locatees should receive</p>	

<p>random alerts as described in Annex C of the Code of Practice – outline which method the service will use:</p>	
<p><b><u>6. Marketing and Promotion</u></b></p>	
<p><b>a) Please confirm that the industry approved statement given below and in the Code of Practice will be used in all promotional activity including websites and other printed materials:</b></p> <p><i>"Location Services are designed to locate the phone of another person. For the service to work, the phone has to be switched on and within network coverage. Location services aimed at children are intended to complement, not be a substitute for, normal parental supervision. They give information about the location of a child's phone and, in conjunction with other types of communication, such as phoning or texting, can help parents keep in touch with their children"</i></p> <p><b>b) All passive services terms and conditions must include a reference</b></p>	

<b>or link to the Location Code Of Practice.</b>	
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<b><u>7. Stopping or suspending the service</u></b>	
<b>How can a locatee STOP the service?</b>	

**Section 7 – Friend Location Services**

**1. Age Verification**

<p>a) Friend Location services are only for aged 16 years and over. (Introduction and dating services are for those aged 18 years and over – see section 6 below). How does the service verify that the users are over 16 years old? - note this may be subject to future audit</p>	
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**2. Consent - Consent must be obtained from all users before any may be located.**

<p>a) Please confirm how consent will be obtained below:</p>	
<p>b) How does the service ensure that consent is sent from the locatee's mobile telephone?</p>	
<p>c) What warnings concerning personal safety will be given when the service starts?</p>	
<p>d) Is the service reciprocal? If not then give details of what other protection is given to locatees ?</p>	

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<b><u>3. Random alerts to locatees</u></b>	
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a) Once consent has been given locatees must receive random alerts as described in Annex D of the Code of Practice – outline which method the service will use:	
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<b><u>4. Information to locates</u></b>	
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a) Please explain how service will provide the locates on request with a list of all locators that can locate them including the name of the locator and their mobile telephone number:	
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<b><u>5. Stopping or suspending the service</u></b>	
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a) How can a locatee STOP the service?	
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<b><u>6. Introduction Services - Services that facilitate introductions are regarded as dating services and are therefore only for users that are at 18 years old and over.</u></b>	
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a) How will the service verify that	
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<p><b>prospective users are 18 years old ? Please list the method/s of verification below – note this may be subject to future audit:</b></p>	
<p><b>b) Introduction services may permit users who agree in advance to be located by a locator that is previously unknown to them for the purposes of making introductions. However the service must not let the locator be located by the locatee. Please give details of how the service ensures this below:</b></p>	

<p><b><u>6. Marketing and Promotion</u></b></p>	
<p><b>a) All passive services terms and conditions must include a reference or link to the Location Code Of Practice.</b></p>	

## **Section 8 – Mobile Games and similar services**

**1. Traceability of players.** - Some games may only be offered to players who have been verified as being 18 years old and over. These are games with ANY of the following features:

- games are multi-player, and include the option of strangers pitted against each other; and
- geographical location information is used as part of the game; or
- the game allows unmoderated chat between players

a) How will the service verify that the players are 18 years old ? Give details of the methods used:

**2. Protection of customers under 18.**

Games may be offered to players under 18 years old only in the circumstances described in the Code of Practice and below

- "Players identities/MSISDN should not be given out to other players – they should use an alias
- True physical location information which would reveal the whereabouts of players should only be obtained by games providers for the purposes of the game and should not be given out to other players;
- Games are therefore based in a virtual world or location feeds are mapped in such a way that they do not disclose the identity of players, actual location or the actual distance away that one player is from another;
- No physical safe-havens or sponsored locations are permitted within the game which would facilitate players meeting up for example Treasure Hunts;
- No linked chat facilities are permitted unless they are moderated and cannot be used to make actual contact. Such moderation may include the use of templates (i.e a set of fixed phrases) pre-defined by the LSP."

a) Please confirm that these are the only circumstances that games services will be offered to players under 18.

**3. Stopping or suspending the service**

a) How can a locatee STOP the service?

## **Section 9 – Corporate Services**

<b>1. Traceability of <i>bona fide</i> corporate customers</b>	
<b>a) How will the service verify the name and address of the corporate customer before the service commences. (See the code for examples).</b>  <b>Note – these may be used for future audit purposes</b>	

<b>2. Consent or confirmation of mobile devices within corporate control.</b>	
<b>a) How does the service confirm the consent of the individual employee before activation ?</b>	
<b>b) How does the employer document or record consent from the employee ?</b>	

**3. The corporate customers' responsibilities -**

The Service Provider must ensure that its corporate customers use the service within the law, including all relevant privacy and data protection legislation.

a) What are the consequences of misuse by a corporate customer? e.g. service suspension. Please give details:

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b) Please append any relevant agreements or T&Cs to your application

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**4. Location notification.**

a) How will the employer make clear to its employees or associates why, how and when the service will be used? What form will the notification take? Please give details:

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b) Please give details of the message or email sent to locatees informing them that they may

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<b>be located:</b>	
<b>c) Where no text or email address is given please describe how they employee will be informed:</b>	

**Section 10 – Promotions and competitions**

<b>a) Do the T&amp;Cs of the promotion state when the user will be located?</b>	
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<b>b) Will the user's details only be kept for the duration of the promotion?</b>	
<b>c) If the promotion encourages users to be at a location at a certain time, how will the service verify that all users are 18 years old and over?</b>	
<b>d) Does the service comply with the Mobile Marketing Association's Code of Conduct guidelines concerning mobile location services</b>	

## **Section 11 - System Security**

### **Platform and Service Security**

**1. What controls and validation processes have been put in place to ensure that externally facing interfaces (e.g. Web servers, WAP servers etc) have been adequately secured? Details relating to the security verification processes employed such as server penetration testing should be provided, as should any relevant processes relating to ongoing maintenance e.g. the timely installation of OS and db patches.**

**2. What measures have been taken to prevent your employees from making fraudulent use of the LBS interface to the operator(s)?**

**3. What processes are used to authenticate Locators registered to your service when they wish to perform location requests? Please provide full details of all authentication processes for each of the channels that your services support (e.g. web, WAP, IVR etc). Details of authentication strength should also be provided. For example, if Locators are authenticated via the web, details should be provided relating to minimum password strength, maximum permitted authentication failures etc.**

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**Section 13 – Signature Page**

a) <b>PASSIVE Services only: Does this service meet all the guidelines set out in the Code of Practice?</b>	
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**Signed on behalf of Customer**

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**Signature**

.....  
**Printed Name**

.....  
**Title**

.....  
**Date**

**Approved/declined by**

.....  
**Signature**

.....  
**Printed Name**

.....  
**Title**

.....  
**Date**

.....  
**Operator**

**Please submit in electronic format**