Korea Communications Commission

NEWS RELEASE

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KCC TAKES PROACTIVE ACTION TO PROMOTE
USE OF LOCATION INFORMATION

Foster LBS industry *by supporting commercialization and improving laws and regulations*
Promote social safety net *by strengthening emergency services using location information*
Protect privacy *by creating an environment which protects location information*

GWACHEON, January 12, 2016 – The Korea Communications Commission (KCC, Chairman Choi Sung-joon) today announced the "Plan to Promote Use of Location Information." The plan contains measures to promote the domestic location-based service (LBS) market, strengthen the social safety net and create a safe environment which protects location information. This recent action is in line with the increasingly important role location information is playing in various fields such as the ICT industry and emergency rescue and relief services.

The increased popularity of smartphones with location-tracking functions and the development of services using location information signifies opportunity for the LBS industry. LBS can become a growth engine for the future of the mobile internet industry and a key resource for new services such as the Internet of Things (IoT) and Online to Offline (O2O) business. Location information can also help strengthen the social safety net. Additionally, emergency rescue and relief agencies can use location information to determine an individual's location in an emergency situation (such as fire or kidnapping) to quickly complete their mission.

- However, the domestic LBS market is currently focused on small-scale businesses because the industry lacks policy support and is burdened by excessive regulations. Furthermore, some location information is lost in transmission to emergency rescue agencies, highlighting weaknesses in using location information as part of the social safety net.

- Accordingly, KCC has drawn up the "Plan to Use Location Information" under the vision to "create the world's best environment for using location information." The plan includes the following objectives: 1. Foster LBS industry; 2. Promote social safety net; 3. Protect privacy. The plan aims to achieve a balance between protecting location information and promoting the industry, and seeks to align domestic location information regulations with international regulatory trends.

1. Foster the LBS Industry

First, the plan will implement measures to "Foster the LBS industry" through strengthening support for commercialization and improving laws and regulations.

- Strengthen the competitiveness of domestic LBS industry through policies to support commercialization
  - Discover next-generation LBS business models to support patent application. Pursue customized expert consulting related to legal institutions, technology and business of location information, and carry out surveys to determine the direction of global market environment.
  - Pursue protective technical infrastructure for small-scale businesses and a system to link technical experts with businesses. Discover R&D technology and standards appropriate to the LBS industry's development. Support creation of a voluntary organization that responds to the difficulties businesses face.

- Relax the restrictive and regulation-oriented laws on location information to relieve the burden on businesses.
  - Draw up measures to improve regulation related to de-identified location information and location information of IoT objects in order to expand various new services. Create a simple reporting system for small-scale LBS businesses and support start-ups.
  - To relieve the license and reporting burdens location information businesses face, take steps such as: reduce the license approval time to two months and relax regulations requiring prior notice in the terms and conditions. Create a clear regulation for use of location information when businesses transfer services to a third party. Draw up regulations for correction orders in order to move away from penalty-oriented regulations.

2. Promote the Social Safety Net

Second, the plan will pursue measure to "Promote the Social Safety Net" so that emergency rescue systems can use location information more effectively.
- In order to address the loss of location information in the transmission process between mobile devices, operators and emergency rescue agencies in rescue situations, KCC plans to conduct tests to improve the location information

transmission system and correct errors in each stage of transmission.

- Use the Wi-Fi signal information from the caller to operate a 24-hour Wi-Fi location information platform which supports more accurate location tracking information. Pursue using backup servers to increase the platform's effectiveness. Create a Wi-Fi database for regions with concentrated emergency rescue requests and strengthen the social safety net at the national level.

3. Privacy Protection

Third, through the "Privacy Protection" measure, the plan will create an environment which protects location information and lays the foundation to promote use of location information.

- In order to create a safe mobile ecosystem, monitor whether popular smartphone apps which collect location information comply with laws and regulations. Survey major LBS businesses on-site regarding technical and managerial protection measures in order to create a protective environment which users can trust.
- KCC also aims to promote awareness of need to protect location information. To strengthen the awareness of the need for protection among businesses, KCC will implement on-site activities such as location information protection training and individual consultations. To promote awareness of protecting location information for users, KCC will create and distribute informative guides and carry out a location information protection campaign.

The "Plan to Promote Use of Location Information" will increase the number of start-ups that use location information as a business resource and form a base for a creative industry ecosystem. Using location information will reduce the time to respond to emergency situations, allowing first responders to provide treatment within the golden hour. Furthermore, an environment where users and businesses voluntarily protect location information will also contribute to promoting privacy protection, a sensitive issue for Koreans.

- Through the "Plan to Promote Use of Location Information" Korean location information businesses with creative ideas and technology can become more competitive on the global stage. The plan will also help form a safe society for all Koreans. Finally, KCC will explore policies to promote the use of location information, reflecting the larger role location information plays in our daily lives.

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