

## **GEOLOCATION DEFINITION**

Geolocation is the ability to track a device's whereabouts using GPS, cell phone towers, WiFi access points or a combination of these. Since devices are used by individuals, geolocation uses positioning systems to track an individual's whereabouts down to latitude and longitude coordinates, or more practically, a physical address. Both mobile and desktop devices can use geolocation.

### **Key Takeaways**

- Geolocation refers to the use of location technologies such as GPS or IP addresses to identify and track the whereabouts of connected electronic devices.
- Because these devices are often carried on an individual's person, geolocation is often used to track the movements and location of people and surveillance.
- Geolocation is used extensively in the financial services industry to help prevent fraud and give customers information about nearby services, but may also pose unwanted privacy issues.