

PlaceBook: A Holistic Location Service Focuses on Consumer Privacy

(San Jose, CA) - June 15, 2010 – At the opening of the ACM Conference on Computers, Freedom & Privacy today, PublicEarth, Inc. announced the launch of a new consumer website: [PlaceBook](#), “*your life, by location.*” Using a user's location data along with other geographically-oriented content, the site safely aggregates the information and gives it back to that consumer through a range of applications.

“We continue to be concerned that websites and products that utilize a person’s GPS data do so in a pretty cavalier manner,” said Michael Rubin, CEO of PublicEarth. “All our work has shown us that a person’s location information, particularly as GPS technology becomes more accurate and more pervasive, is perhaps the most private of all an individual’s data; in some ways more private than financial and medical data.” Rubin is speaking on a panel Thursday at 1:30pm, along with leaders in the consumer privacy space.

PlaceBook collects member’s location data, and stores it in a personal *data vault* where it is managed in secure layers and through various degrees of encryption. Says CTO Tom DiGrazia, formerly of eBay; “Our commitment is to make location-related data useful to consumers in a host of fantastic ways while still protecting individual privacy.”

When the site opens later this summer the initial applications will begin to demonstrate the utility in personal GPS data with tools for weight loss and fitness, healthier living, and trip planning. In addition to practical tools, the user experience will provide a novel way to manage and organize map-based information. “*Location* is a hot segment online today, but it’s mostly being treated as a game, or social data,” Says Rubin. “The buzzword has been “Social-Geo,” but *geo* is not really the same as *social*. PlaceBook establishes a foundation that is both secure and private; *social* is just one use-case in a larger landscape.”

Adds Rubin: “It’s not a secret that many popular websites that collect this data have proven themselves somewhat unworthy stewards of personal privacy. We want to see this space grow, and cannot imagine it doing so without first managing the privacy issue. This is where PlaceBook comes in.”

CFP Conference Chair [Jon Pincus](#) added: "One of our goals bringing CFP to Silicon Valley this year is to engage with the companies like PlaceBook that are on the cutting edge of technology. There's no substitute for building privacy protections in from the beginning." PlaceBook.com is currently preparing to launch in private beta and then will increasingly open the site to larger number of users throughout the summer.

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About PublicEarth, Inc. Founded in 2008, PublicEarth, Inc. is dedicated to delivering state-of-the-art location-based tools and services. The [PublicEarth](#) website offers access to millions of places, and spans an ever-expanding list of categories contributed by both non-commercial and commercial organizations. Tools and APIs make the adding and organizing of locations easy for developers, and the use of information flexible. [PlaceBook](#) is a platform that securely manages consumer location information and gives users tools for improving their lives through its use.

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