

Enhanced Privacy Filtering

Technical description

This update introduces the support for Enhanced Privacy Filtering in the Safeture platform which affects the system in two ways.

Firstly, it introduces extra levels of privacy filters, both on subregional- and city levels to balance the need for accurate positioning while also maintaining end user privacy.

Secondly, by adding Enhanced Privacy Filtering the alerts can be published more granularly and make sure end users receive relevant information based on their current location without being spammed with irrelevant information.

New privacy levels

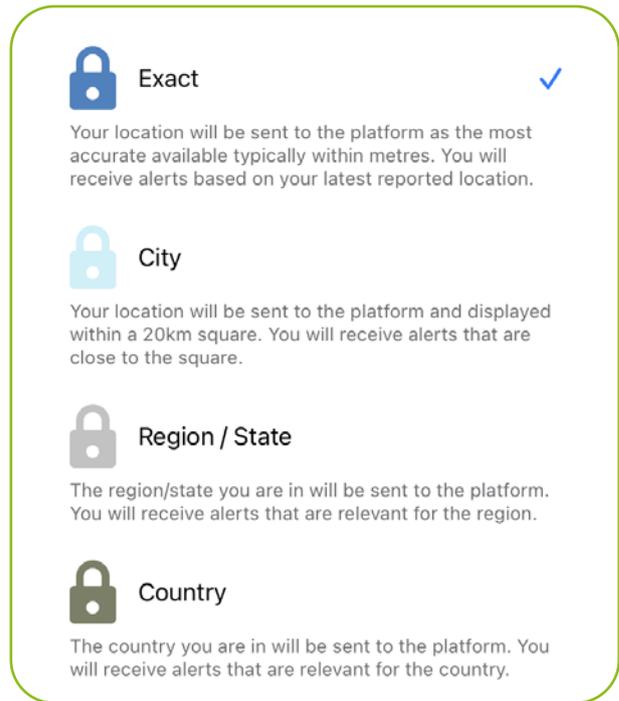
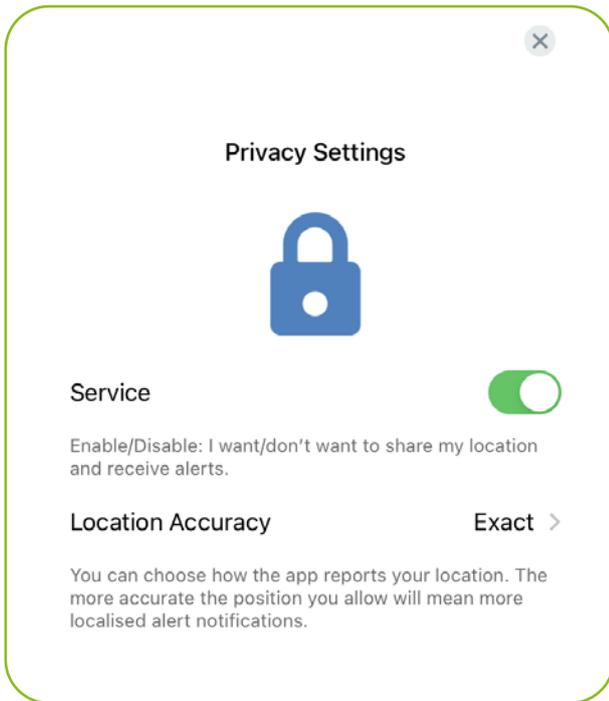
Safeture has added two additional privacy levels for app users under the Privacy Settings (as Location Accuracy) page: City and Region/State.

City means that the app location reports will be anonymized to a 20 x 20 km square, giving the app user a bit more privacy, but while still being able to receive relevant alerts based on a fairly accurate location.

Region/State means that the app will resolve which subregion the user is

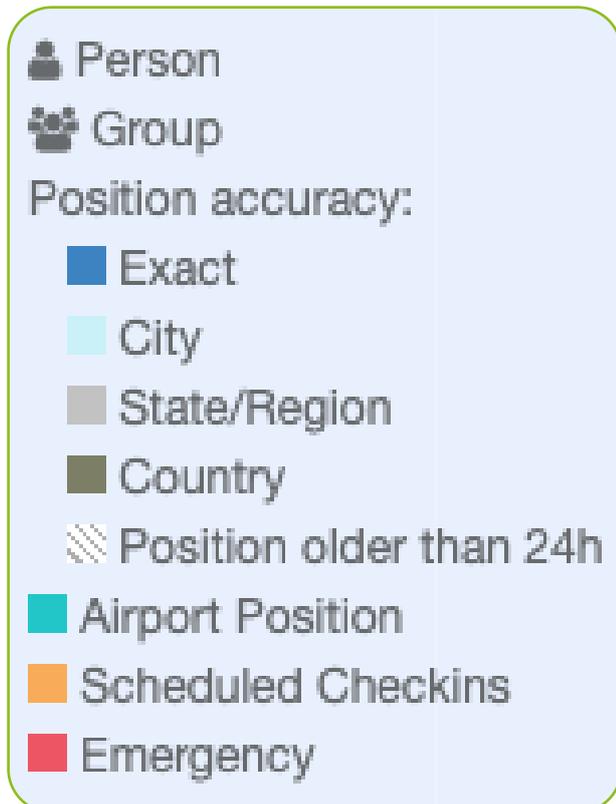
located within and send this information in the app location reports. No exact GPS coordinates will leave the device while this setting is active. The subregions available in the system is defined by the ISO 3166-2 standard (https://en.wikipedia.org/wiki/ISO_3166-2) which means that countries are divided into states, regions, provinces, counties or similar. The app user will receive alerts that are published with a location set within the subregion.

The new app views

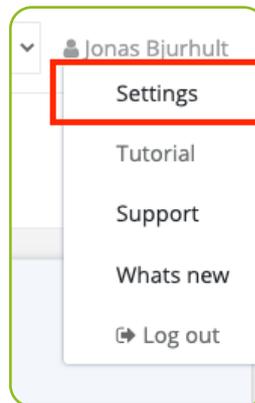


Security Overview – Admin view

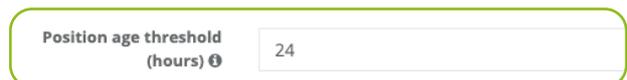
The new privacy levels are reflected by the same colors in the Security Overview view.



An additional dimension of location report age is introduced, represented by a striped icon.

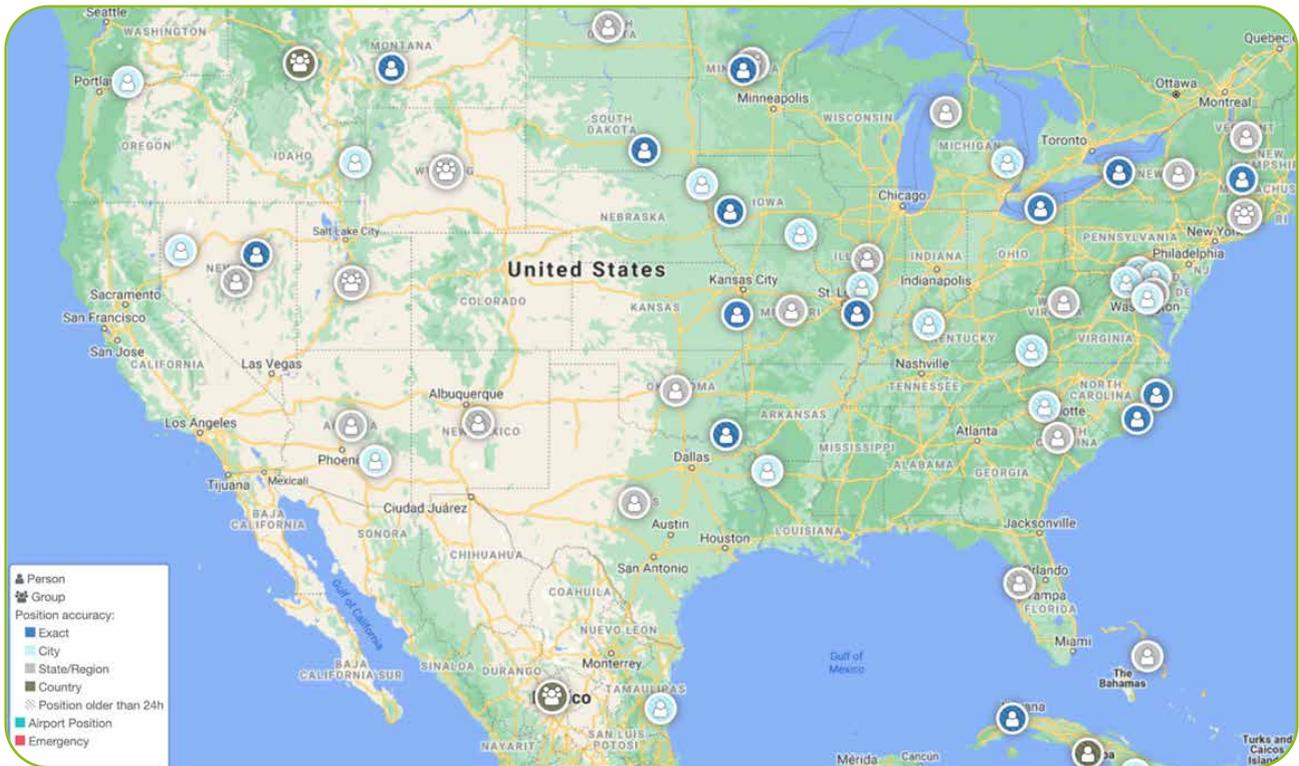


This will show if the user's latest location report is older than a certain age. The default setting is 24 hours, but the value can be changed under the user settings.



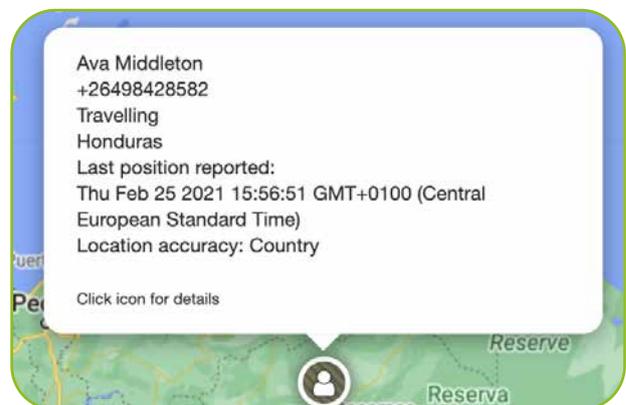
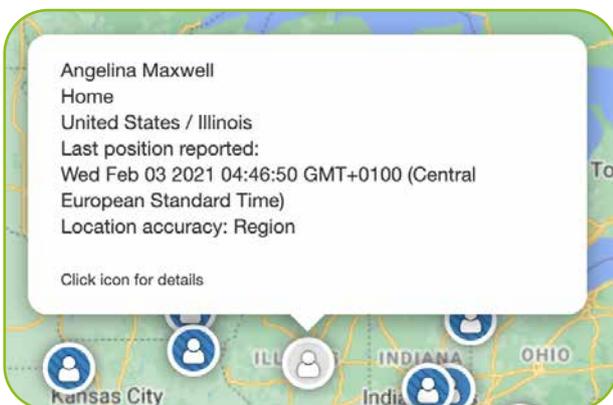
Note that this is only changed for the currently logged in user and will not affect the system in any other way. Its main intention is to make admins aware of whether a user has up-to-date location-reports or not.

Map view



Above is an image of the US, depicting all different privacy-levels. Note that all light gray icons contain all Subregion-level, and the darker gray-brown icon contains all users that have Country-level selected as privacy level. These icons are placed on a centrally weighted position for the subregion/country (Alaska/Hawaii affects the Country-position for the image above).

When clicking a user icon, the user’s Subregion and/or Country is clearly visible in the popup, see examples below:



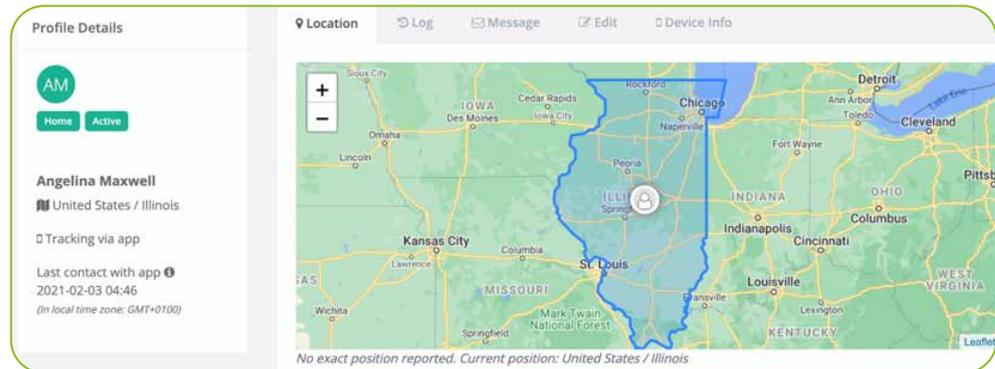
Details Page

When going further into the details page for a user, the privacy level is clearly displayed on the highlighted area on the map.

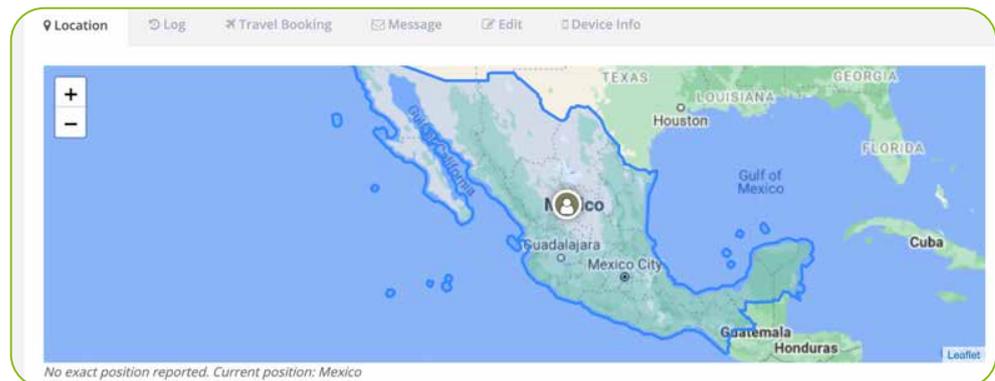
City level:



Subregion level:



Country level:



Note: Switching the privacy levels in the app will affect the admin view once the next app location report has been sent. This behavior is changed since earlier versions of the platform where an exact location report would linger and be displayed as a blue icon for 24 hours even though subsequent Country-level privacy reports had been sent.

Alert publication logic

When an alert is published, either by Safeture analysts, via the custom alerts or via an API, the following logic is used to decide if an end user will receive the alert:

- » Users with Exact Location or City-level Location will receive alerts based on their latest location report if the report is not older than 24 hours. Once the latest location report is older than 24 hours, these users will start receiving alert based on their current subregion instead.
- » End users with Region or Country-level Location will receive all alerts that are published within their current Region or Country.

In addition to this, users will receive alerts based on selected Regions of Interest in the app as well as upcoming Travel Booking destinations.

Custom alerts

In the Custom Alerts module, there are now options to select any number of regions for which the alerts shall be published in. Any selected subregion and/or country will be used to determine which users that should receive the alerts, according to the section above.

To assist in selecting affected regions, a list of potentially affected regions automatically is proposed based on the selected map pin position(s) under the “Suggested Regions” section.

These suggestions can be added to the alert publication by clicking each of the relevant regions.

7. Affected Region(s)

Set location

Type to search

Pin description

Radius (km)
10

Latitude
40.15490048206986

Longitude
-81.57740503549577

Remove Location

+ Add location

7. Affected Region(s)

Type region name

Suggested Regions

North America
United States
United States / Midwest
United States / East North Central
United States / Ohio

Account configuration

Safeture Customer Development team can set up which privacy levels that will be available for each customer (partner default levels also available). Any combination of the four levels can be configured.

API usage

The API is backwards compatible, but API users can now add subregions to the publications to make sure the alerts are published in a more granular way. Please contact Safeture Customer Development team for more information.



Do you have any questions?

Contact our Customer Development Team:
customerdevelopment@safeture.com



More information

Latest instructions and manuals can be found at:
support.safeture.com



Get a hands-on demo

Contact our sales department:
sales@safeture.com