

What Is Tracking and Monitoring Law?

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Tracking and monitoring law is related to the rights of individuals and often addressed through state legislation. Tracking law looks at when and how individuals can be tracked through GPS devices and location services. Employers have the right to track company vehicles through GPS devices but cannot track an employee's vehicle in many states without employee consent. (A written policy on tracking and monitoring may be required, with the policies stating a business purpose for the activities.) Tracking apps on mobile phones can continue to broadcast an employee's location even after work hours. That is why companies must ensure they are satisfying employees' expectations of privacy.

In regard to consumer tracking, the FTC has guidelines for the collection of user location data by mobile apps when the apps are not being used. The FTC recommends that mobile apps clearly disclose these data collection practices and offer options for users to limit this tracking.

Related Capabilities

Privacy & Data Security