

LOCATION SHIELD ACT

STOP THE SALE OF CELLPHONE LOCATION DATA

HD2965 & SD501 | Rep. Kate Lipper-Garabedian, Rep. David Vieira & Sen. Cynthia Creem

Every day, unregulated data brokers **buy and sell personal location data** from apps on our cellphones, revealing where we live, work, play, and more.

With extremism on the rise and personal data increasingly exploited to attack people online and in person, we need to safeguard these sensitive details from prying eyes.

To protect domestic abuse victims, abortion patients and providers, trans people and their families, journalists, and more, Massachusetts needs to pass the **Location Shield Act**.

THE THREAT IS REAL

Brokers and bad actors are already abusing our personal location data:

- Several companies have been caught **selling detailed location data and demographic information** about people who visit abortion clinics and other medical providers — including 600 Planned Parenthood locations in Massachusetts and 47 other states.
- Bounty hunters and debt collectors have purchased location data in order to **stalk and harass people**.
- An extremist right-wing organization bought location data to target gay Catholics, **tracked a specific priest to several locations including gay bars**, and publicly outed him.
- One of the largest data brokers suffered a catastrophic security breach in 2025, exposing untold amounts of sensitive location information to **unknown and potentially hostile actors, including from widely used apps like Tinder, Grindr, and Microsoft Outlook**.

THE LOCATION SHIELD ACT

An Act to protect safety and privacy by stopping the sale of location data would:

- Prohibit companies from selling, leasing, trading, or renting location data.
- Require companies to obtain consent before collecting or processing location data.
- Allow companies to collect and process location data — with user consent — for legitimate purposes, such as:
 - Providing requested services to consumers
 - Responding to emergencies
 - Complying with state and federal law

To learn more or take action, visit aclum.org/locationshield

WHY IT MATTERS

Our personal location information reveals the **most sensitive and intimate things about each of us**, and we all deserve legal protections to keep that information private.

- **Domestic abusers** and stalkers can purchase location data to track the whereabouts of their victims.
- Data brokers have already bought, repackaged, and sold the location data of **people visiting abortion clinics** and other medical providers — sometimes selling directly to police. This puts patients and providers in Massachusetts at risk of prosecution and harassment.
- **Anti-trans** agitators have already targeted hospitals in Massachusetts with bomb threats. Location data will facilitate more attacks on people who need or provide gender-affirming care.
- **Foreign governments** can buy location data and use it to track intelligence personnel, elected officials, military employees, police officers, and scientific researchers.
- **Employers** can buy cellphone location data to track and control employees.

VOTERS SUPPORT A BAN

Bay Staters **overwhelmingly** agree: Using a cellphone shouldn't require you to give up your privacy. Massachusetts should **ban the sale and trade of our personal location data**.

- Ninety-two percent (**92%**) of Massachusetts voters **support passing a law** to prohibit the sale of personal location data.
- By a **3-to-1** margin, voters think **the state has a responsibility** to protect the privacy of people's location data.
- Massachusetts can protect people by **banning the sale of cellphone location information**. Massachusetts should lead the nation by passing this popular, commonsense privacy reform.



**DON'T LET BAD ACTORS TRACK OUR EVERY MOVE;
PASS THE LOCATION SHIELD ACT!**

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