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- **Examples of Mobile Phone Data Points Used In Profiling**

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## PHONE

Using only four points containing a **timestamp and location** taken from cell phone data, researchers were able to successfully **track** 95% of people.<sup>1</sup>

With the knowledge of any **four apps** installed on users' smartphones, researchers were able to successfully **track** 95% of users.<sup>2</sup>

With a high level of precision, researchers were able to use knowledge of **installed smartphone apps** to **figure out users' personal information**, including "religion, relationship status, spoken languages, countries of interest, and whether or not the user is a parent of small children"<sup>3</sup> as well as gender<sup>4</sup>

Using various combinations of **cell phone usage data** (calls, SMS, bluetooth, and app usage), researchers have been able to **predict users' personality traits** (extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience).<sup>5</sup>

Using **cell phone usage data** (call logs, bluetooth, cell towers, app usage, and phone status), researchers were able to make highly accurate predictions of users' **friendships**.<sup>6</sup>

Researchers used **cell phone call data** to highly accurately **classify contacts** as social, family, or work related.<sup>7</sup>

In a study that tracked the **cell phone usage** (bluetooth, call logs, and SMS) of 26 couples, researchers were able to **predict the spending behavior** of those couples<sup>8</sup>

Researchers were able to use **cell phone usage history** (call logs, contact data, and location) to predict users' **socioeconomic status**.<sup>9</sup>

**Location data** retrieved from cell phones allowed researchers to understand the **evolution of relationships** in a student dorm.<sup>10</sup>

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