
- **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.¹

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

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"³ as well as gender⁴

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).⁵

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**.⁶

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

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 couples⁸

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

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

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