

Google Latitude: a guide

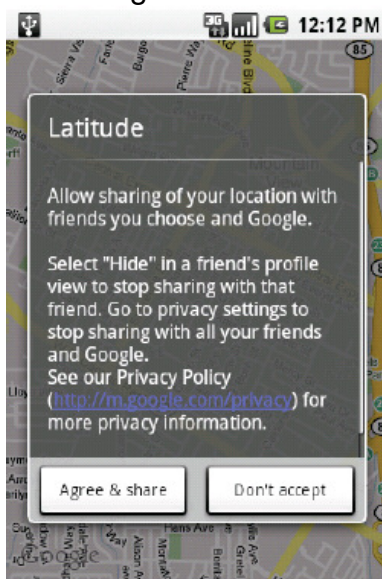


Google Latitude is an innovative new opt-in feature of Google Maps for mobile that lets you to share your location with your friends and family. That means, for example, that you can meet up spontaneously when you see a friend near you.

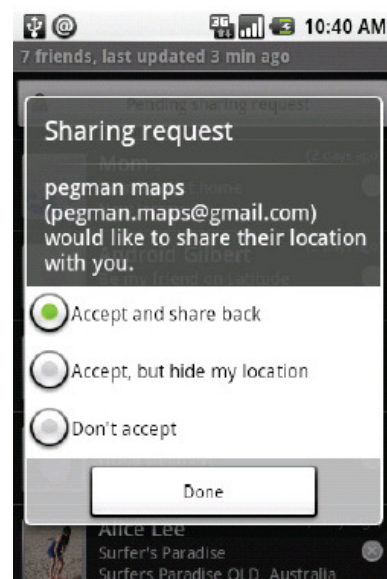
We know that location information is sensitive and should be well-protected, so Google Latitude comes with strong privacy controls. Your location will only be shared with the people you choose.

How does it work?

First, go to <http://google.fi/latitude> and download the newest version of Google Maps for mobile using your BlackBerry, Symbian S60 or Windows Mobile phone. Support for iGoogle users, Android-powered devices such as the T-Mobile G1, and Apple's iPhone is coming soon.

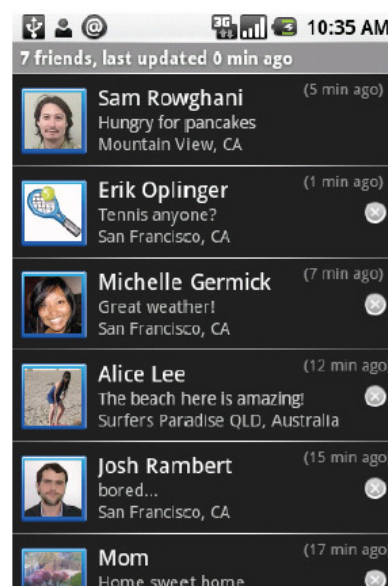
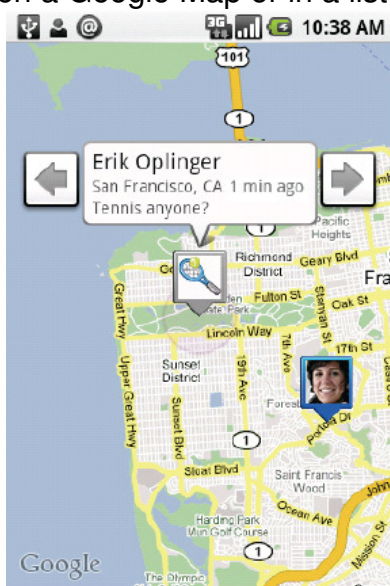


The first time you use Latitude, we explain the service and ask you to opt in.

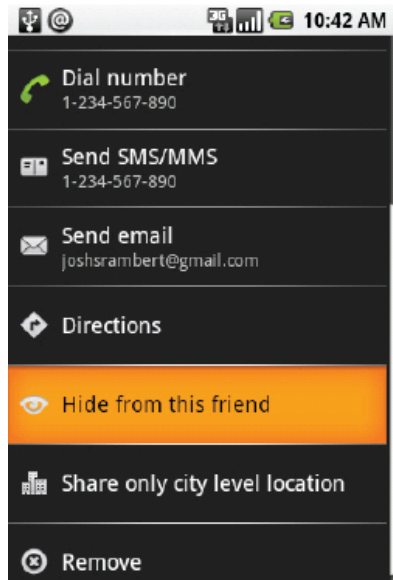


When a friend shares his location with you, you always get to choose whether to share your location back.

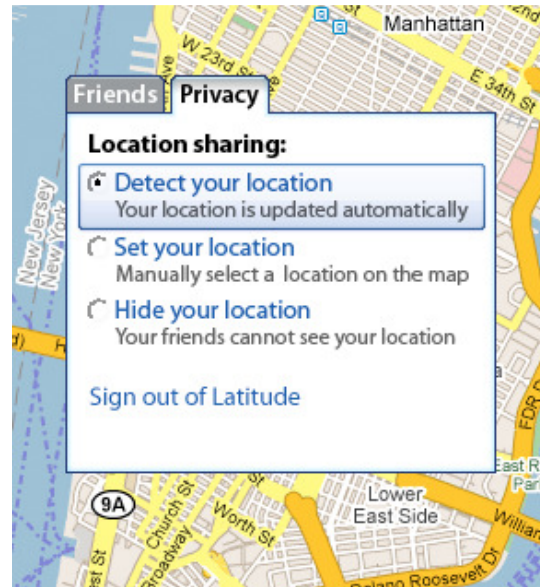
After your friends have shared their locations with you, you can see where they are either on a Google Map or in a list.



Google Latitude also features intuitive privacy controls that make it simple for you to manage who sees information about your location. You can easily show or hide your location from a friend, manually set your location, and enable or disable the Latitude feature at any time. Only the last location sent to Google Latitude is stored. If you turn off Google Latitude or hide your location, no location is stored by Google.



For any individual friend, you can hide your location temporarily or share only city-level location. You can also call, SMS or email a friend from this menu if you are Google Talk buddies.



You can also apply some settings to everyone: you can enable automatic location detection, set your location manually, hide your location, or turn off Latitude entirely.

Some interesting ways you could use Latitude:

- Meet up spontaneously when you see a friend near you.
- Only head to a party when you see that several of your friends have arrived.
- If your friends travel frequently, see who is in town before planning your Friday night.
- Feel more connected to distant friends and family.
- Help your friends to find their way to your house or office for the first time.
- Connect with your friends at large gatherings such as sporting events or concerts.
- See when your partner is heading home, and start preparing dinner, or get them to stop by the store.
- At a business conference, see who else is in town.
- Let your assistant see where you are and notify people if you are running late or ahead of schedule.