

We use Location Based Services (LBS) to understand traffic patterns in venues. The location data we capture helps us to understand venues, such as how long customers stand in line and how they generally move around an area, enhancing operational efficiency and improving user experience.

If you would like to find out more about the data we collect through Mobile Location Analytics MLA, take a look at our solution providers [location analytics policy](#), alternatively you can [opt out of location analytics](#).