

USER PROFILING SYSTEM AND METHOD THEREFOR

ABSTRACT

A system for profiling a user is described. The system comprises a server arranged to receive location data of a communication device associated with the user, the location data defining the detected position of the communication device at a number of different points in time. The server is further arranged to receive sequence data associated with the location data indicative of the order in which the location data was determined, to compare the received location data with zone data defining a plurality of zones and to associate the received location data with one of the plurality of zones. The system further comprises path determining means for determining the user's path through a first sequence of zones. The server of the system is arranged to associate the user with one or more predetermined user types based on the determined path.

FIGURE 1