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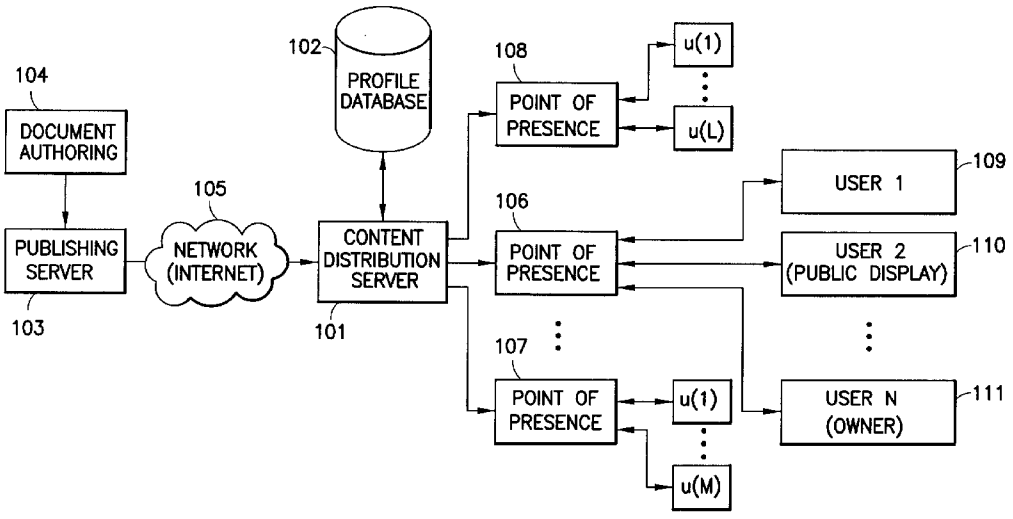
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(54) Title: INFORMATION CONTENT DISTRIBUTION BASED ON PRIVACY AND/OR PERSONAL INFORMATION



(57) Abstract: The present invention provides methods and apparatus to protect user privacy while accessing information in public places, using both public and personal devices (109, 110, 111). This is achieved by employing a mechanism that prevents private information from being displayed on public devices (110). Instead, this type of information is made available only to a user's personal devices(s) (109) that the user carries and/or trusts. An example embodiment of the invention shows relevant parts of the information content, referred to also as information documents or simply documents, to multiple devices based on privacy level and user preferences. Embodiments of the present invention also provide personalized services based on privacy levels defined by users. These users can for example be customers of a retail store. The service provided is sometimes also based on user history of accessing information documents. It permits personalized information to be sent to a customer's personal device.

WO 03/049359 A1

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