



## News and Current Events :: GPS Tracking Being Tested On Public via Nestle?

**GPS Tracking Being Tested On Public via Nestle? - posted by Trekker, on: 2012/9/26 23:01**

NESTLE USES GPS INSIDE CANDY BARS TO TRACK PRIZE WINNERS

Published September 26, 2012

FoxNews.com

Nestle is using GPS inside of its candy bars to track its customers for a sweepstakes, CBS Seattle reports.

The candy company started its "We Will Find You" campaign in the U.K., with tracking devices placed inside six winning candy bars. Once the wrappers of each are opened, the device will go off and company officials will be able to determine the winners' exact locations.

The six tracking devices will be placed in Kit-Kat, Aero and Yorkie bars throughout the country, CBS Seattle reported. The Nestle commercial says that the candy unwrapping, "will alert a secret control room who will scramble a crack team of highly trained individuals."

It continues: "They will board a helicopter, find the special bar and give the owner 10,000 pounds (\$16,145)."

Read more: <http://www.foxnews.com/world/2012/09/26/nestle-uses-gps-inside-candy-bars-to-track-prize-winners/?test=latestnews#ixzz27dRsUDCz>