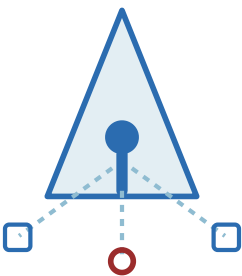


Principal Brief // two-minute read

- PATTERN OF LIFE
- EXECUTIVE PROTECTION
- HOUSEHOLD & STAFF

The Event Is Public. The Rest Is Not.

Your role publishes where and when you will appear, and that cannot change. What travels with it, the hotel, the route, your staff's phones, your aircraft's transponder, is where the exposure you can control lives. Most of it was never part of the job.



WHAT HAPPENED

In 2024 a French newspaper traced leaders' hotels and private trips through their bodyguards' public fitness-app runs. That fall, burglary crews hit NFL and NBA players' homes on game days, when the schedule said they would be away. In early 2025 federal prosecutors charged a ring accused of robbing athletes' homes while they were known to be away.

WHY IT REACHES YOU

Removing your records thins your file, but if you live in public, your role keeps publishing fresh material. None of these exposures was shown to depend on a data broker. They came from the leakage around a public life: a staff member's app, a published absence, a plane that announces itself.

THREE THINGS TO TAKE FROM THIS

- 1

The job publishes; the rest is extra

The event must be announced. The hotel, the route and the arrival time do not.
- 2

Your people carry your location

Staff phones and apps can give away what your own discipline protects.
- 3

Your plane announces you

Privacy programs make it harder to tell whose plane it is. They do not stop it being heard.

DO THIS

- ☐

YOU, BEFORE A PUBLIC APPEARANCE

Announce the event; keep the hotel, route and arrival time off every channel.
- ☐

YOU, WITH STAFF AND HOUSEHOLD

Ask staff to turn off fitness tracking on assignment, and everyone to post after you leave.
- ☐

YOU, WITH YOUR AVIATION MANAGER

Ask whether your aircraft uses the FAA's registry withholding, LADD and PIA.

NOT THE STORY YOU MAY HAVE HEARD

This is not an argument for invisibility. A public role needs public appearances, and the Secret Service itself pointed out that leaders' locations appear in public schedules. The exposure worth controlling is the leakage around the appearance, which the role does not require.

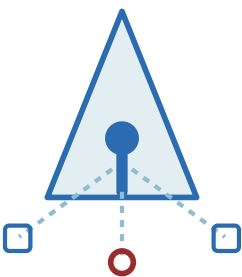
HOW SURE WE ARE

High on the cases, from wire reporting, league memos, a federal complaint and FAA releases. Moderate that a public role regrows the file faster than removal clears it. A judgment: how much discipline a given role can sustain.

THE FULL COMMAND BRIEF FOLLOWS: THE RECORD, FOUR CHANNELS OF LEAKAGE, A DISCLOSURE PLAN, AND POSTURE.

CB-083

Controlled exposure: the job is fixed, the leakage is optional



"For a public figure, the job itself publishes the pattern of life."

The v1 of this brief set out a doctrine without a record: a public role republishes the pattern of life faster than removal can clear it, so removal has to be paired with disclosure discipline. The doctrine holds. The record since 2024 shows where the leakage actually comes from: rarely the appearance itself, usually the people, devices and systems around it.

BLUF. Footprint removal is a foundational control for principal protection; for those whose roles keep publishing, it has to run alongside disclosure discipline and monitoring. Two engines regrow the file: brokers re-merge records for everyone (CB-107), and a public role keeps publishing schedules, venues and appearances. The governing distinction is between necessary exposure, which the role requires, and incidental leakage, which it does not. The record since 2024 locates the leakage around the appearance, not in it: bodyguards' fitness apps that placed leaders' hotels (Le Monde, October 2024, exposure shown), burglary crews that read game schedules as notices that a home was empty (2024, exploitation charged), and aircraft that broadcast their position whatever the registry shows. Some exposure is outside anyone's control and has to be watched rather than withheld. Two controls compress the leakage without touching the job: plan what is disclosed and when, and train the principal, household and entourage on what reveals a pattern of life.

26 Secret Service agents with public Strava profiles that exposed protectee movements. LE MONDE, VIA AP, OCT 2024	\$300,000 In luggage, watches and jewelry taken from Joe Burrow's home during a game. AP, FEB 2025	\$2M Alleged take of a ring charged with robbing athletes' homes while they were away. FBI COMPLAINT, JAN 2025	3 FAA aircraft privacy tools: registry withholding, LADD and PIA. None stops ADS-B reception. FAA; NBAA
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The job is fixed. The leakage around it is not.

THE SIGNAL // WHERE THE LEAKAGE CAME FROM

THE ENTOURAGE, OCTOBER 2024

Le Monde identified 44 security personnel with public Strava accounts: 26 Secret Service agents, 12 members of the French presidential security group and 6 members of Russia's FSO. One agent's run started from the San Francisco hotel where President Biden stayed for the November 2023 Xi talks, hours before he arrived; bodyguards' runs placed President Macron at a private weekend in Honfleur in 2021 that was not on his agenda. The Secret Service said it saw no impact on protective operations and would review training.

An NFL security bulletin said thieves "appear to exploit team schedules to target athletes' homes on game days," gathering the rest from public records, social media, news reports and their own surveillance. Patrick Mahomes's and Travis Kelce's homes were hit in October, Joe Burrow's on 9 December while he played in Dallas. An FBI report to the leagues said the homes were unoccupied. On 30 January 2025 federal prosecutors in Tampa charged seven men with a ring the FBI complaint says "is known to target high-profile professional athletes when they are known to be away from home," with about \$2 million taken.

AN UNRESOLVED CASE, PARIS, 2016 TO 2025

Kim Kardashian was robbed at gunpoint in her Paris hotel in October 2016. On 23 May 2025 a Paris court convicted eight of ten defendants. The two acquitted were the men accused of passing on her schedule, and the court found no insider. How the robbers knew where she was remains unestablished; Kardashian said she stopped posting her location in real time afterward: "People were watching... They knew where I was." The case shows the concern, not the channel.

THE INFRASTRUCTURE, 2023 TO 2025

Taylor Swift's lawyers sent a cease-and-desist letter in December 2023 to a student whose accounts posted her jet's movements from public FAA and ADS-B data. On 28 March 2025 the FAA let private aircraft owners ask to withhold their names and addresses from the public registry, under Section 803 of the 2024 reauthorization. The FAA's LADD program limits what tracking vendors display; PIA changes the broadcast identifier to a temporary one and requires a third-party call sign. None stops a third party receiving ADS-B position broadcasts directly.

FIGURE 1 // FOUR CHANNELS OF INCIDENTAL LEAKAGE: THE RECORD, WHAT IT SHOWS, AND THE CONTROL

CHANNEL	ON THE RECORD	WHAT IT SHOWS	CONTROL
OWN POSTS	League advice, 2024	Treated as a risk by leagues; exploitation not shown	Post after leaving; no live location or valuables
THE ENTOURAGE	Strava, 2024	Hotels and trips exposed; exploitation not shown	Tracking off on assignment, not just private; need-to-know itineraries
THE CALENDAR	Athletes, 2024 to 2025	Absence exploited; federal charges	Treat published dates as absence notices; secure the house regardless
THE INFRASTRUCTURE	Aircraft, 2023 to 2025	Capability shown; case exploitation not shown	Registry withholding, LADD and PIA; assume reception anyway

THE MECHANISM // NECESSARY EXPOSURE, INCIDENTAL LEAKAGE

M1 TWO ENGINES OF REGROWTH

Everyone's records repopulate, because brokers re-merge them and ordinary life generates new ones; removal thins the file a little at first and a lot over time (CB-107). For a public figure a second engine runs on top: the role publishes schedules, venues and appearances as a condition of the job.

M2 THE APPEARANCE IS FIXED; THE LEAKAGE IS NOT

A senator holds the town hall, a quarterback plays the game, a performer announces the tour. None of that requires publishing the hotel, the route, the arrival time, the family's whereabouts or a live walk from the car. The kill chain (CB-073) and aerial reconnaissance (CB-078) feed on the second list. Not all of it is controllable: a bystander's photo, live coverage, an organizer's post. So there are three classes: required disclosure, accepted; controllable disclosure, managed; external exposure, anticipated and watched (CB-084).

M3 THE ENTOURAGE IS A CRITICAL CHANNEL

None of the Strava leaks came from a protectee's phone. A principal's discipline covers one device; the detail, the staff, the driver and the household carry many more, each with its own apps and contacts.

Aircraft operating with ADS-B Out generally broadcast position and identification. Registry withholding and LADD reduce public attribution and display; PIA complicates identification by changing the broadcast identifier. None prevents direct reception of position broadcasts, so aviation privacy depends on controlling attribution and flight-related disclosures, alongside timing discipline.

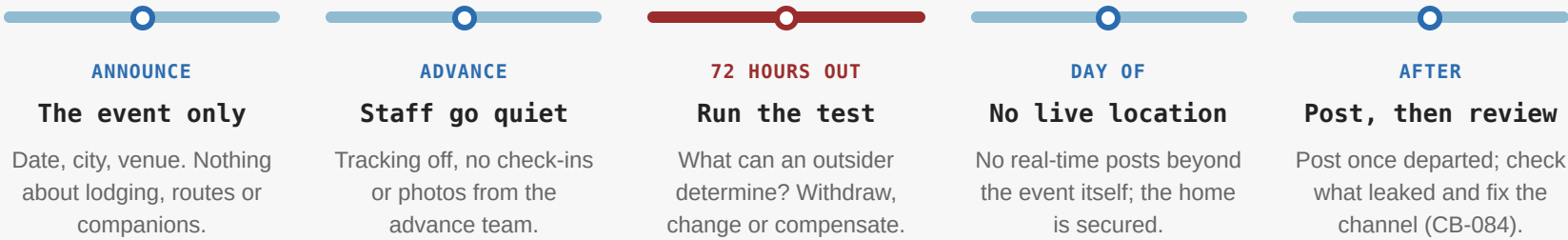
► THE 72-HOUR TEST

Three days before an appearance, review what an outsider can determine from public sources alone: the lodging, the arrival and departure windows, the vehicles, aircraft and staff, whether the home will be empty, the route. *For each answer, decide whether the role requires it, whether it can be withdrawn, or whether it needs a compensating control.* This is a lawful review of what is public, not contact with anyone.

FIGURE 2 // WHAT THE ROLE FIXES, AND WHAT IS OPTIONAL AROUND IT

ROLE	FIXED BY THE ROLE	OPTIONAL AROUND IT
ELECTED OFFICIAL	The town hall, the vote, the official schedule	Hotel, arrival route, private stops, family plans
ATHLETE	The game, the venue, the kickoff time	That the house is empty, who is home, travel posts
PERFORMER	The tour dates and venues	Hotels, live location, jewelry, the walk from the car

FIGURE 3 // A DISCLOSURE PLAN FOR A PUBLIC APPEARANCE



THE RULE

The advertised event may be covered live. Everything around it, the hotel, the route, the stops, is published only after departure, if at all.

THE STRONGEST VERSION OF THE OPPOSING VIEW

- + Visibility is the job; audiences expect real-time access, and discipline can look evasive or cold.
- + The Secret Service said leaders' locations are in public schedules anyway, and saw no impact.

Concede the first; posting after leaving keeps the audience. The second is the point. The schedule said San Francisco; the agent's run said which hotel, hours before the President arrived. Necessary exposure is the city and the event. The building and the hour are incidental, and they are what an attacker plans around. Discipline does not defeat a determined adversary; it raises the cost and removes the easy finds.

ASSESSMENT

Security staff's fitness apps exposed protectee hotels and private trips.	STRONG / EXPOSURE; EXPLOITATION NOT SHOWN
Burglary crews targeted athletes' homes during known absences.	STRONG / EXPLOITATION; CHARGED
An insider passed Kardashian's movements to the robbers.	NOT ESTABLISHED / ACQUITTALS
Necessary exposure and incidental leakage are separable.	FRAMEWORK / NOT TESTED
A public role regrows the file faster than removal alone clears it.	MODERATE / DOCTRINE

POSTURE

FOR PRINCIPALS

- Treat the appearance as fixed and everything around it as a variable; post after you leave.

FOR FAMILY OFFICES

- Pair standing removal (CB-107) with a disclosure plan for each appearance (Figure 3).

FOR SECURITY AND LEGAL FUNCTIONS

- Train detail, staff, drivers and household on pattern of life; tracking off on assignment, not just private.
- Secure the home on every published date; run the 72-hour test, then review what leaked (CB-084).

CONFIDENCE High on the cases, from AP reporting of Le Monde's findings and the league memos, the Tampa complaint and FAA releases. The Strava and aircraft cases show exposure; the athlete cases, exploitation. Moderate on regrowth: doctrine from practice, not measured.

METHOD Revised edition. First published 1 June 2026; facts gathered and analysis revised 12 October 2026. The v1 doctrine, sourced only to practice, is kept and given a dated record, four channels and a disclosure plan. Following external review, the Kardashian insider claim is corrected (the accused were acquitted), exposure is separated from exploitation, and external exposure and a pre-event test are added.

SOURCES [AP, 29 October 2024](#), on Le Monde's Strava findings; [AP, 22 November 2024](#), on the NFL and NBA memos; [AP via The Boston Globe, 8 February 2025](#), on the Burrow case and arrests; [AP via PBS](#) and [Paris Match](#), May 2025, on the Paris verdict; [AP, 19 February 2025](#), on the Tampa complaint; [The Inquirer, 6 February 2024](#), on the Swift letter; [FAA, 28 March 2025](#); [NBAA](#) on LADD; [FAA](#) on PIA.

Scope note: staff, agents and the acquitted men are not named. This is intelligence analysis, not legal advice.