



AUTOMATED TRAFFIC ENFORCEMENT FACT SHEET:
PRIVACY BY DESIGN

Not every camera on a pole is watching you.

The backlash against mass plate surveillance is worth reading carefully. It is also about a different machine than ours — and the difference isn't a promise Elovate makes, it is built into how the system is designed.

VEHICLE RECOGNITION CAMERAS/ ALPR

“Where has this vehicle been?”

Answered by reading and storing every plate that passes, guilty or not.

ELOVATE AUTOMATED ENFORCEMENT

“Did a violation just occur here?”

Answered when a law is actually broken. Compliant drivers never enter the system.

HOW A VIOLATION IS CAPTURED



Records generated by a driver who obeys the posted limit — so there is no pool of innocent-driver data to retain, share, or subpoena.



Two technologies that share a lens and nothing else.

	VEHICLE RECOGNITION / ALPR	ELOVATE AUTOMATED ENFORCEMENT
WHAT TRIGGERS A RECORD	Every passing vehicle	A measured violation, at that spot
DRIVERS WHO OBEY THE LAW	Logged — plate, time, place	Generate no record at all
FOOTPRINT	Networked, mobile, city-wide	One fixed, posted location
MOVEMENT HISTORY	Searchable across time	Architecturally impossible
RETENTION	Bulk, by policy window	Purged depending on jurisdiction law
WHY THE DATA EXISTS	Investigative lookup	Due process for one citation

THE THREE OBJECTIONS, ANSWERED PLAINLY



**“It collects data
on everyone.”**

Collection is not indiscriminate.
A record exists only when a measurable
violation triggers it.



**“It's kept
forever.”**

Retention is tied to a citation, not a
person. Evidence is held only as
long as local law requires.



**“Anyone can
look at it.”**

Access is limited and auditable.
Viewing is restricted by role, and every
access is logged.

WHAT AN ELOVATE PROGRAM NEVER DOES

- Log law-abiding vehicles
- Run facial recognition
- Build a movement history
- Sell or broker driver data
- Roam or relocate covertly
- Keep evidence past the case

WHERE THE LAW IS HEADING

California's speed-safety framework separates enforcement from vehicle recognition. Connecticut's plate-reader law imposes a 21-day deletion window because **ALPR sweeps up data on everyone** — a pool enforcement never creates.

**Design the privacy protections in from day one —
not under pressure later.**

TALK TO ELOVATE

