

# What is Flock?

Flock is a public safety technology company that builds connected camera, audio, and investigative systems to help communities respond to and investigate safety incidents using objective evidence.

Flock technology combines video, gunshot detection, and investigative software to help law enforcement, schools, and businesses locate vehicles, understand incidents, and collaborate across jurisdictions while maintaining clear privacy safeguards, local control, and responsible data use.

Most crimes, including theft, burglary, assault, and missing person cases, involve vehicles. Flock cameras provide objective vehicle information, allowing investigators and security teams to focus on strong leads. This eliminates the need to sort through hours of footage or rely on incomplete witness descriptions, or not solve the crime at all.

Flock license plate readers are motion-activated cameras paired with cloud-based software built specifically for public safety and security. Unlike traditional security cameras that record continuous video, Flock cameras focus on capturing specific vehicle information as vehicles pass through a defined location. This includes:

- License plate number
- Vehicle make, model, color, and body type
- Date, time, and general location of detection

The information is stored securely, allowing authorized users to search the data or receive alerts concerning safety incidents.

Around the country, Flock cameras are used by:

- Businesses and Property Managers
- Cities, Towns, & Counties
- Neighborhoods and Homeowners Associations
- Public Safety Agencies
- Schools and College Campuses

## How Flock Works

### 1. Vehicle Capture

Flock cameras are designed to capture an image focused solely on the vehicle when it passes by, deliberately avoiding the capture of unnecessary personal details about people.

### 2. License Plate recognition

Flock uses advanced computer vision and License Plate Recognition (LPR) technology to analyze images from its cameras. The system identifies key vehicle characteristics (make, model, color, body type) and accurately reads the license plate, converting the visual data into searchable digital text. Together, these features create comprehensive records that serve as a powerful tool for law enforcement and community safety.

### 3. Secure Cloud Storage

The information is encrypted and securely stored in Flock's cloud platform. Only authorized users with proper permissions can access it.

#### **4. Alerts and Searches**

Authorized users can search for vehicles using license plate numbers or vehicle attributes. They can also receive alerts when a specific vehicle of interest is detected, such as a stolen vehicle.

#### **5. Automatic Data Deletion**

Data about vehicles is deleted automatically after a client-specified retention period, unless the data is required for an ongoing investigation.

## **How Flock protects privacy and controls data**

Flock cameras do not use facial recognition technology. Flock's ALPR solution focuses solely on vehicles and license plates, not people. It does not identify individuals, analyze faces, or use any form of biometric data.

Flock is also not mass surveillance. It is a purpose-built tool focused on vehicle information related to safety incidents. Flock cameras are placed in specific locations and used in response to defined safety needs. They are not designed to monitor people's daily activities or create permanent records of lawful behavior. The Flock company goal is to help communities respond to incidents more effectively while maintaining clear boundaries around how data is used.

Only authorized users with approved access can view or search Flock camera data. The access is controlled through role-based permissions, user authentication, and detailed audit logs. Law enforcement agencies must follow departmental policies and applicable laws. All access is logged to promote accountability and responsible use.

## **Why choose Flock?**

Some of the reasons Flock is used by thousands of communities across the country as part of broader safety strategies to:

- Help solve crime and solve crime more quickly
- Support faster stolen vehicle and property recovery
- Reduce time spent reviewing traditional video footage
- Provide clear controls for data access and retention
- Emphasize transparency and responsible use

Flock cameras provide vehicle-related information to assist communities and organizations in responding more efficiently to safety incidents.