

Dan Meyer

From: Hannah Wind <hannah.wind@flocksafety.com>
Sent: Monday, September 14, 2026 2:13 PM
To: Dan Meyer
Cc: Adam Vander Steeg; Bryan Tambeau
Subject: Re: Follow Up Information

Good afternoon Chief, thank you for the question.

Regarding Sheboygan, correct that a preliminary sales promotional email was sent to the public works department advertising the Traffic Analytics (aggregate dashboard display) product add-on while the PD was an existing customer. No further discussion or exploration occurred. Confusion arose when the email was interpreted as selling their data, which is not true. As always, the PD owns the data and has control over who it shares with, even within the same municipality.

For clarification purposes, say a public works department wanted to discuss the Traffic Analytics (aggregate dashboard display) add-on to the PD's existing contract. The discussion would need to include the PD and require their approval for data access so that the PD's data (vehicle images) can undergo further aggregated analysis for public works to view the Traffic Analytics dashboard to study de-identified traffic patterns over time.

Please let us know any additional questions.

Thank you,
Hannah

On Mon, Sep 14, 2026 at 8:57 AM Dan Meyer <dmeyer@whitewater-wi.gov> wrote:

Thanks Hannah,

I appreciate the information.

Just a couple questions about the Sheboygan situation...I was told that the DPW there was contacted by a representative from Flock who was attempting to sell the Traffic Analytics product to DPW using the cameras that the PD had contracted. Can you confirm if that occurred, if it was a mistake by the Flock rep, or if I don't have all the information? Sheboygan PD clearly considered it a breach of their contract, so I just want to know what Flock's stance is on it. I'd like to have all the details for when I have the discussion with our Council sub-committee on this.

Thank you,

Dan



Daniel A. Meyer | Chief of Police

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From: Hannah Wind <hannah.wind@flocksafety.com>

Sent: Friday, September 11, 2026 4:14 PM

To: Adam Vander Steeg <avandersteeg@whitewater-wi.gov>; Dan Meyer <dmeyer@whitewater-wi.gov>

Cc: Bryan Tambeau <bryan.tambeau@flocksafety.com>

Subject: Follow Up Information

Good afternoon all,

Thank you for taking the time to meet with us yesterday. I have details below for the two topics that have been brought up in Wisconsin we discussed. The first topic is from Fond du Lac and the second is from Sheboygan.

Please let us know if you have any follow-up questions.

Have a great weekend,

Hannah

Network Audit Logs From Public Information Requests

Online databases featuring data about Flock searches are in no way affiliated with Flock and Flock did not release any data to them. Data on these websites was obtained through public records requests filed in other states. Customers own and control their data and Flock does not sell it.

Last year, Flock updated the Network Audit log, which shows searches by other law enforcement agencies that an agency is sharing data with, to protect officer safety and active investigations. We identified a pattern of people using publicly released audit data to identify undercover officers by name – publishing their contact information alongside details of active investigations. Nearly 200 law enforcement leaders raised this concern directly with our leadership, and we acted on it.

Here's what changed and what didn't: the Network Audit log no longer includes officer names, specific plates searched, vehicle signatures, or open-text search reasons. It still shows the searching agency, date, offense type, and a unique search identifier. All omitted information is preserved in full with the originating agency and remains available to authorized oversight bodies – nothing is deleted.

The Organization Audit, which governs an agency's own users, is unchanged and retains all details of searches by an agency's users for authorized agency system administrators to view at any time.

Differentiation Between LPR and Traffic Analytics

There has been some confusion regarding a separate product Flock offers, Traffic Analytics, and the LPR system. If an agency has the Traffic Analytics add-on, they get access to a dashboard view of de-identified analytics, similar to the "insights" tab in the LPR system but with additional metrics. The agency owns the de-identified data derived from its cameras and decides who else sees it, not Flock, as with your LPR data. No additional data is collected with this product, nor are there additional camera capabilities, it is the dashboard with further analysis of de-identified data that the product offers.

For a non-Traffic Analytics customer their aggregated data retention matches the agency's LPR data retention period. Traffic Analytics customers have the capability to store their aggregated data for up to five years should they wish to utilize the maximum storage timeframe.

LPR answers whether a particular vehicle was at a location, whereas the Traffic Analytics product contains no license plate data and cannot be searched for a vehicle or license plate. Traffic Analytics reports vehicle characteristics only in aggregate. It will tell a city that forty heavy trucks used a road on

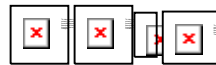
Tuesday, but it will not tell them anything about any one of those vehicles. This product shows traffic patterns over time, allowing a city to evaluate them, often for roadway and traffic control system improvements. An example may be determining the best location to add a stoplight or roundabout based on heavy traffic intersections.

Our contract outlines data use and licensing, those terms are what bind the relationship between your agency and Flock regarding your data. Your agency owns the data and grants Flock specific privileges to the data, such as to provide the service of the LPR system with your camera data for your users to search. To be explicitly clear, Flock does not own or sell customer data.

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Hannah Wind

Public Affairs Manager



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