

# Shape a safer future, together



Driven by a shared mission:  
**Eliminate crime and shape a  
safer future, together.**



**1,500+** Businesses protected  
by Flock

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**2,800+** Crimes solved per  
day using Flock

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**15%** Of reported crime in the  
US solved using Flock\*

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**6,000+** Communities protected  
by Flock

\*The calculation of this figure follows the methodology outlined in the TCU study, applied to continuously updated data from our customers. The statistics presented in this document are based on proprietary data and may not be fully representative of the market as a whole. Due to the confidential nature of this information, certain details have been aggregated and cannot be disclosed.



## The Challenge

... **40%**

of Americans are afraid to walk home at night — most in 3 decades



With persistent staffing shortages, agencies are seeking **new strategies to maximize efficiency**

**85%**

of agencies are experiencing **...** officer shortages

### Sources:

[New PERF survey shows police agencies are losing officers faster than they can hire new ones](#). April, 2023

[Personal Safety Fears at Three-Decade High in U.S.](#) November, 2023



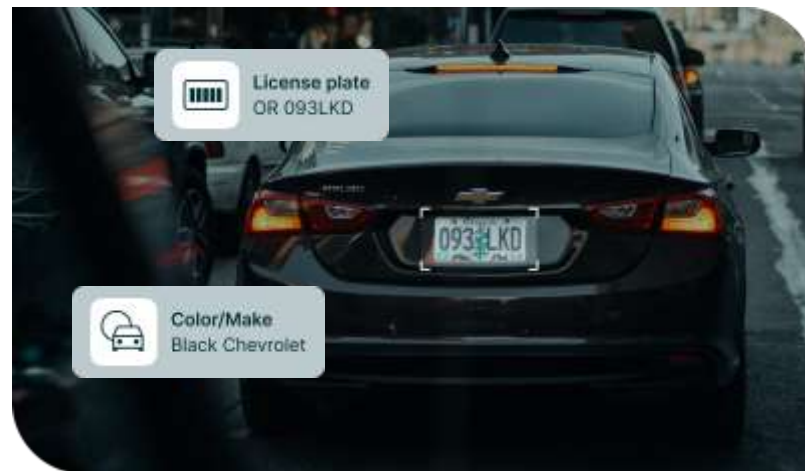
# License Plate Readers (LPR)



## With Flock Safety, you get:

Flock Safety LPR provides your police department with indiscriminate evidence from fixed locations.

We provide all of the maintenance so that your police department and city staff can focus on keeping your city safe and prosperous.



### INFRASTRUCTURE-FREE

Reduce time to value and utility costs with full-service deployment.



### 24/7 COVERAGE

Capture objective vehicle data around the clock to multiply your force.



### REAL-TIME ALERTS

- NCIC
- NCMEC (Amber Alert)
- Custom Hot Lists



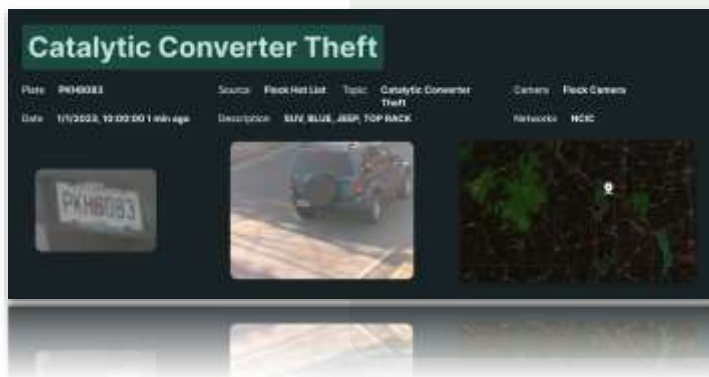
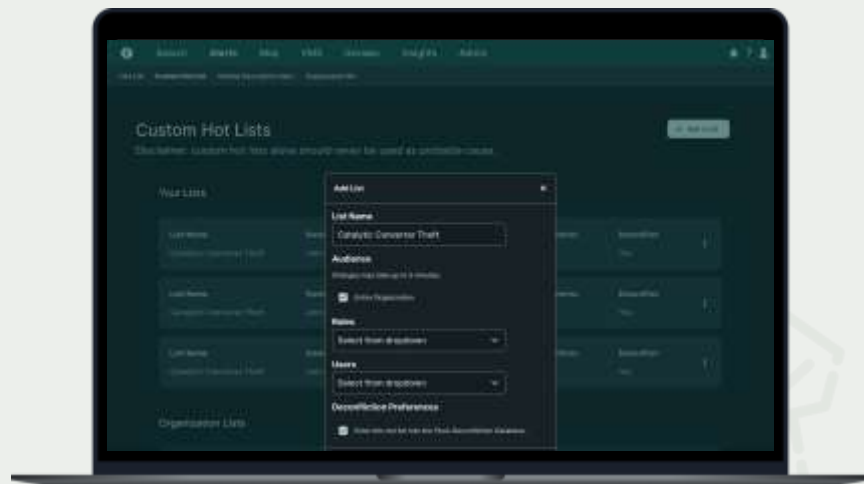
### ETHICALLY BUILT

- No facial recognition
- No speed tracking
- Indiscriminate evidence



## Precision policing with real-time alerts

Your police officers can receive SMS, email, and in-app alerts when vehicles entered NCIC, NCMEC (Amber Alerts), or custom Hot Lists pass by a Flock camera in your community.



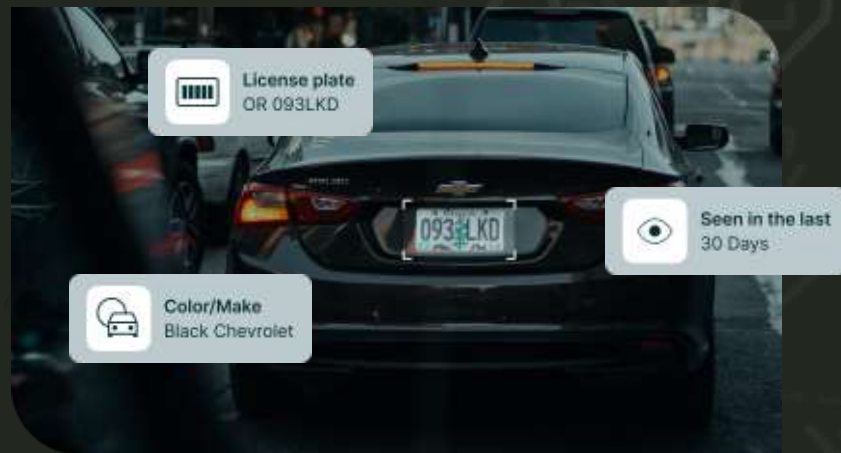


# Vehicle Fingerprint

No plate? No problem. Pinpoint suspect vehicles using unique vehicle traits to save time.

## Search and set up alerts using characteristics:

- ✔ Vehicle make
- ✔ Body type
- ✔ Color
- ✔ Back racks
- ✔ Top racks
- ✔ Toolbox
- ✔ License plates
  - Temporary tags
  - State recognition





# Built with Privacy in Mind

## Protecting privacy by design

- ✓ Data is 100% owned by customers and will **never** be sold.
- ✓ Private customers **never** have access to government data or hotlists.
- ✓ Flock **automatically deletes** data after 30 days by default.
- ✓ Flock has **no access** to personally identifiable information.
- ✓ **Only your agency** decides who to share with, not Flock.

**All data is stored with end-to-end encryption** including:

- FBI (CJIS)
- NDAA
- SOC2 (Type II)
- SOC3
- ISO 27001
- Higher Education Community Vendor Assessment Tool (HECVAT)
- FERPA

We are also aligned with the security protocols established by NIST Cybersecurity as well as the Cloud Security Alliance CAIQ framework.



# Enabling accountability + transparency

## LPR Transparency Portal

- Customizable for each agency
- Display technology policies
- Publish usage metrics



**Every search** requires a registered ID with a search reason or case number.



Search reason and user ID are saved in a **permanent audit trail**.



Flock encourages all agencies to have **regular audits to ensure proper usage**.



Coming Soon: **Proactive Auditing to alert to potential misuse**.

**Maple Bluff WI PD**  
Transparency Portal  
Last Updated: Thu, Dec 04 2025

**Overview**

Maple Bluff WI PD uses Flock Safety technology to capture objective evidence without compromising on individual privacy. Maple Bluff WI PD utilizes retroactive search to solve crimes after they've occurred. Additionally, Maple Bluff WI PD utilizes real-time alerting of patrol vehicles to capture wanted criminals. In an effort to ensure proper usage and guardrails are in place, they have made the below policies and usage statistics available to the public.

**Policies**

- What's Detected**  
License Plates, Vehicles
- What's Not Detected**  
Facial recognition, People, Gender, Race
- Acceptable Use Policy**  
Data is used for law enforcement purposes only. Data is owned by Maple Bluff WI PD and is never sold to 3rd parties.
- Prohibited Uses**  
Immigration enforcement, traffic enforcement, harassment or intimidation, usage based solely on a protected class (i.e. race, sex, religion). Personal use.
- Access Policy**  
All system access requires a valid reason and is stored indefinitely.
- Notified Policy**  
Notified hits are required to be human verified prior to action.

**Usage**

- Data retention (in days)**  
30 days
- Number of LPR and other cameras**  
16

**Organizations granted access to Maple Bluff WI PD data**

Abbotsford WI PD, Adams County WI SO, Adams WI PD, Alcona WI PD, Amery WI PD, Arrigo WI PD, Appleton WI PD, Arnold MO PD, Ashland County WI SO, Baldwin WI PD, Baraboo WI PD, Barron County WI SO, Barron WI PD, Bayfield County WI SO, Beaver Dam WI PD, Big Bend WI PD, Brookfield WI PD, Brown County WI SO, Brown Deer WI PD, Buffalo County WI SO, Burlington WI PD, Burnett County WI SO, Calumet WI PD, Calumet County WI SO, Cascade IA PD, Cascade WI PD, Cedarburg WI PD, Channahon IL PD, Chenequa WI PD, Chilton WI PD, City of Delavan WI PD, Clark County WI SO, Clear Lake WI PD, Clermont County SO - OH, Clintonville WI PD, Columbia County WI SO, Columbus WI PD, Cottage Grove WI PD, Crawford County WI SO, Cumberland WI PD, Cumming GA PD, Daine County WI SO, Daren IL PD, De Pere WI PD, Delafield WI PD, DeLoyville WI PD, Dodge County WI SO, Dunn County WI SO, Eau Claire County WI SO, Elkhorn WI PD, Elm Grove WI PD, Fitchburg WI PD, Florence Co. WI SO, Fond du Lac County WI SO, Fond Du Lac WI PD, Forest County WI SO, Fox Point WI PD, Franklin WI PD, Genoa City WI PD, Germantown WI PD, Glendale WI PD, Grafton WI PD, Grand Chute WI PD, Grand Haven MI DPS, Grant County WI SO, Green Bay WI PD, Green Lake County WI SO, Greenbale WI PD, Greenfield WI PD, Greenville County SC SO, Gurnee IL PD, Hamlet NC PD, Harrodsburg OH PD, Hanover Park IL PD, Henderson KY PD, Hartford WI PD, Hartland WI PD, Handersville TN PD, Hudson-Lawrence WI PD, Holmes WI PD, Hudson WI PD, Iowa County WI SO, Jackson County WI SO, Jackson WI PD, Janesville WI PD, Jefferson County WI SO, Jefferson WI PD, Juneau County WI SO, Kaukauna WI PD, Kenosha County WI SO, Kewaunee WI PD,



# Community Safety, Community Values

## Industry Leading Compliance Features



### Search Filters

Prevents searches related to immigration or reproductive health at the request of a community.



### Federal Limitations

No federal access to nationwide or state-wide lookup. Only agencies can share their data, not Flock.



### Permanent Audit Logs

Communities can require both search reason and case number be included in any search.



### Legal Response

Our contract mandates we alert you to any legal request for your data so your counsel can decide how to respond.



## Proven Impact, Trusted Partner



*“By utilizing technology like Flock’s License Plate Recognition (LPR) camera system, we have seen remarkable results. Over 100 missing children cases have been resolved thanks to the swift action enabled by this technology.” -NCMEC*

“We believe that any technology that **increases post-crash responsiveness and accountability** will help to raise awareness and change behaviors to avoid impaired driving.”

† Flock Safety × MADD IMPAIRED DRIVING ENDS HERE.

**Routinely solving and  
preventing crime**



Wisconsin

# Flock Safety In Wisconsin

200+ law enforcement agencies, including:



Cottage Grove PD



Saint Croix Falls PD



University of Wisconsin Madison PD



Altoona PD

## Cottage Grove PD reunites missing and endangered man with family

Grace Houdek Jan 23, 2024 Updated Jan 23, 2024 0



Wisconsin

# Stolen U-Haul Truck Found



Rice Lake PD - Rice Lake, WI

- Rice Lake Police received an alert from a Flock LPR on a U-Haul van stolen out of the city of Eau Claire.
- Barron County Sheriff and Rice Lake PD located the unoccupied U-Haul in a parking lot. Two men got into the U-Haul, upon which officers approached.
- The U-Haul backed up and began to flee. A pursuit continued from 90-110 MPH, when officers deployed stop sticks.
- The suspects were arrested and illegal narcotics, including meth, were also found in the vehicle.

[source](#)





Wisconsin

# Armed Robbery Solved



Barron PD - Barron, WI

- Officers responded to reports of an armed robbery.
- The elderly victim stated that two suspects entered his residence, assaulted and tied him up, and stole over \$10,000 in cash, guns, and jewelry.
- Investigators interviewed neighbors who stated that a tan SUV had been parked in front of the victim's house.
- Officers queried nearby Flock Safety LPRs for vehicles matching this description and identified a suspect vehicle that had been detected near the crime scene around the time the crime occurred.
- Officers identified the vehicle's owner and issued a warrant for their arrest.



[source](#)



Wisconsin

# Solving Violent Crimes in Wisconsin



West Allis PD - West Allis, WI

→ **Armed robbery:** West Allis officers received an alert that a Kia SUV wanted in connection with an armed robbery in Milwaukee was in the area. Officers initiated a traffic stop but the suspects fled, kicking off a high-speed pursuit that ended in a crash. The three suspects, two of whom had several felony warrants, were arrested.

→ **Homicide:** Another alert on a stolen Hyundai sedan came in connection to a Milwaukee homicide. Officers quickly responded but the suspects fled. The chase concluded in Milwaukee where the suspects were arrested.





Wisconsin

# Missing, Endangered Senior Found in 15 Minutes



Port Washington PD - Port Washington, WI

**3:14 p.m.**

## Vehicle Sets Off Alert

The vehicle passed a Flock LPR camera in Port Washington and an alert is immediately sent to local officers.



**2:43 p.m.**

## Silver Alert Issued

A Grafton crime analyst entered the missing Town of Brookfield senior's vehicle into the Flock system and saw it had been in their city.



## Senior Returned

Within an hour of the plate being entered in Flock, the car was located and the individual reunited with their family.