

How to Develop an Effective Dash Cam System Policy



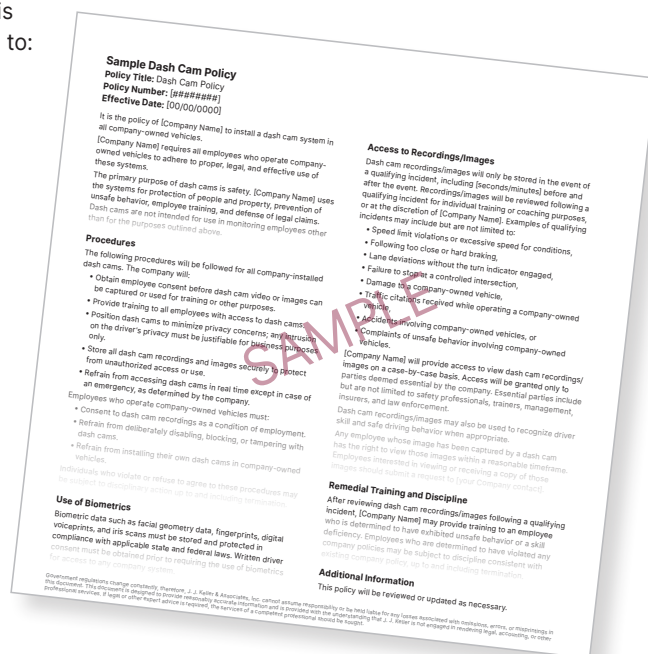
Introducing dash cameras to your fleet is not as simple as “plug in the device and let the videos flow.” Developing a written policy is the foundation for establishing both driver trust and dash cam acceptance.

The following tips and sample policy provided courtesy of J. J. Keller & Associates, Inc. can be used as a starting point to help you develop a company-specific version that effectively communicates to both management and drivers the proper use of dash cameras in your fleet.

Dash Cam Policy Tips

To reduce driver resistance to a dash cam system and provide clear expectations of its use, your policy should:

- **Provide written assurances of driver privacy** and how the cameras will be used. In conjunction with a well-defined progressive discipline policy, it is essential to have a dash cam policy with points including, but not limited to:
 - Consent to dash cam recordings and adherence to this policy as a condition of employment
 - Dash cam users (leaders, coaches and drivers) will be properly trained on the system and triggers
 - Videos are only for individual driver training, loss prevention and legal defense
 - Employee/driver consent is required for any other use of videos
 - Dash cams will be positioned to minimize privacy concerns
 - Drivers cannot be remotely viewed in real-time except in an emergency if the system is capable
 - Recordings are safeguarded from unauthorized use/access
 - No videos are stored unless an event trigger has occurred
- **Address applicable biometric data privacy laws** that require consent when dash cams need biometric data (fingerprints, facial scans, etc.) in order to access them
- **Require drivers to refrain from:**
 - Deliberately disabling, blocking, or tampering with dash cams
 - Installing their own dash cams in company-owned vehicles



See sample policy language on pg. 2

In addition to following these tips, you should consider seeking legal advice to ensure your policy is in compliance with all applicable laws.

Sample Dash Cam Policy

Policy Title: Dash Cam Policy

Policy Number: [#####]

Effective Date: [00/00/0000]

It is the policy of [Company Name] to install a dash cam system in all company-owned vehicles.

[Company Name] requires all employees who operate company-owned vehicles to adhere to proper, legal, and effective use of these systems.

The primary purpose of dash cams is safety. [Company Name] uses the systems for protection of people and property, prevention of unsafe behavior, employee training, and defense of legal claims. Dash cams are not intended for use in monitoring employees other than for the purposes outlined above.

Procedures

The following procedures will be followed for all company-installed dash cams. The company will:

- Obtain employee consent before dash cam video or images can be captured or used for training or other purposes.
- Provide training to all employees with access to dash cams.
- Position dash cams to minimize privacy concerns; any intrusion on the driver's privacy must be justifiable for business purposes only.
- Store all dash cam recordings and images securely to protect from unauthorized access or use.
- Refrain from accessing dash cams in real time except in case of an emergency, as determined by the company.

Employees who operate company-owned vehicles must:

- Consent to dash cam recordings as a condition of employment.
- Refrain from deliberately disabling, blocking, or tampering with dash cams.
- Refrain from installing their own dash cams in company-owned vehicles.

Individuals who violate or refuse to agree to these procedures may be subject to disciplinary action up to and including termination.

Use of Biometrics

Biometric data such as facial geometry data, fingerprints, digital voiceprints, and iris scans must be stored and protected in compliance with applicable state and federal laws. Written driver consent must be obtained prior to requiring the use of biometrics for access to any company system.

Access to Recordings/Images

Dash cam recordings/images will only be stored in the event of a qualifying incident, including [seconds/minutes] before and after the event. Recordings/images will be reviewed following a qualifying incident for individual training or coaching purposes, or at the discretion of [Company Name]. Examples of qualifying incidents may include but are not limited to:

- Speed limit violations or excessive speed for conditions,
- Following too close or hard braking,
- Lane deviations without the turn indicator engaged,
- Failure to stop at a controlled intersection,
- Damage to a company-owned vehicle,
- Traffic citations received while operating a company-owned vehicle,
- Accidents involving company-owned vehicles, or
- Complaints of unsafe behavior involving company-owned vehicles.

[Company Name] will provide access to view dash cam recordings/images on a case-by-case basis. Access will be granted only to parties deemed essential by the company. Essential parties include but are not limited to safety professionals, trainers, management, insurers, and law enforcement.

Dash cam recordings/images may also be used to recognize driver skill and safe driving behavior when appropriate.

Any employee whose image has been captured by a dash cam has the right to view those images within a reasonable timeframe. Employees interested in viewing or receiving a copy of those images should submit a request to [your Company contact].

Remedial Training and Discipline

After reviewing dash cam recordings/images following a qualifying incident, [Company Name] may provide training to an employee who is determined to have exhibited unsafe behavior or a skill deficiency. Employees who are determined to have violated any company policies may be subject to discipline consistent with existing company policy, up to and including termination.

Additional Information

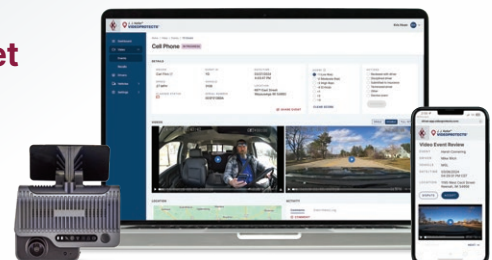
This policy will be reviewed or updated as necessary.

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