

## LICENSE PLATE RECOGNITION PROGRAM PRIVACY INFORMATION

Virginia Tech has determined that License Plate Recognition (LPR) technology is a proper purpose that streamlines administrative processes to improve the efficiency and efficacy of services, access to services, eligibility determinations for services, and service delivery (tracking Code language related to data gathering). Virginia Tech utilizes vehicle LPR hardware and software for its parking system. LPR and pay-by-plate technology specifically connects campus-parking permits to individual vehicle license plates. These technology improvements significantly enhance and simplify the customer experience, enforcement, and parking lot utilization analysis. LPR will collect only that information necessary to carry out its duty under Virginia Tech Parking Rules.

### Locations

LPR data is collected on the Virginia Tech campus streets, parking lots and parking areas, and other areas that Virginia Tech is or may become responsible for. LPR data is collected by cameras positioned on a mobile vehicle-mounted system. Any "LPR vehicle" is driven by trained personnel in parking locations throughout the Virginia Tech campus. LPR vehicles can be active 24 hours daily, 7 days per week.

### Data Collected

The LPR system captures two photos of observed vehicles: (1) a context photo of the vehicle and its immediate surroundings and (2) a photo of the license plate. Typically, these photos are taken from the rear of the vehicle, although there are occasions where a photo is taken from the front (e.g. when a car is backed into a parking space). The photos are not of a resolution that allows identification of the vehicle occupants. Along with the photographic data, the system also records the Global Positioning System (GPS) coordinates and date/time information of the observation. Further software processing of the vehicle license plate image generates an alphanumeric version of the vehicle license plate number which is also stored with the parking LPR record. No personally identifying information is linked to the LPR system---any request for PII must be through alternative systems.

### Use of Data

The intended use of data collected by the LPR system is for parking activities and enforcement. LPR data is used to determine a vehicle's parking permit permissions in a given parking area and support the issuance of a parking citation if needed. The data may be used by the Virginia Tech Police Department in assisting immediate or on-going safety concerns and conducting specific security investigations; and compulsory law enforcement investigations. Any use of the data for purposes outside of these stated purposes must be detailed and approved in writing through administrative channels by the Executive Vice President and Chief Operating Officer.

### Data Retention

Data collected by the LPR system not resulting in parking enforcement action or not part of a law enforcement investigation may be retained up to 30 days. Statistical lot utilization data (generic vehicle counts) is retained indefinitely for parking program planning and operations. Data resulting in parking enforcement action is retained with the citation records according to established Virginia Tech data retention policies.

## Access to Records

Access to records created and maintained by the LPR system is restricted to trained Virginia Tech parking personnel performing their duties and the Virginia Tech Police Department law enforcement personnel. All personnel with access to the system use unique identifiers and passwords to access records and all login, record additions, and other activity is logged. Access to the system by others is prohibited.

## Determining what data we have about you

Students, faculty and staff with a Virginia Tech parking account may view information we have about their own individual vehicles at any time by logging onto their parking account.

## Public Notification

Virginia Tech will notify the public of its LPR data collection activities and policies via: Posting of this privacy policy on the Virginia Tech Parking website.