

Privacy-First

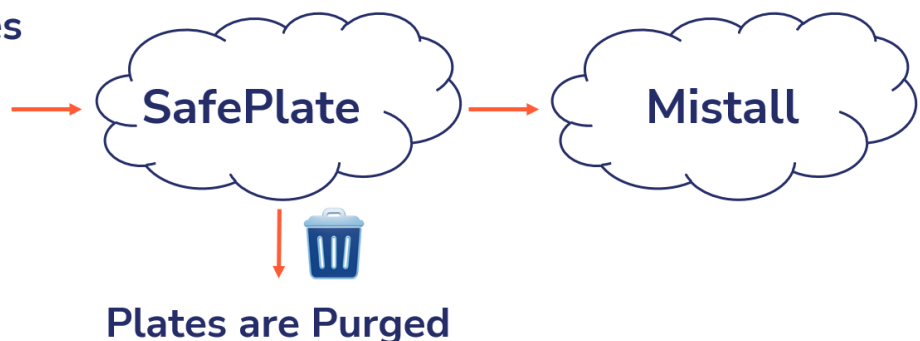
License plates provide valuable information to your parking operation; however, there can be a lot of scrutiny around their use. Mistall's SafePlate gives you the best of both worlds: the insight of plate-level analytics without the risk of storing raw plate data.

SafePlate is a new Mistall add-on that ingests data containing license plates from your existing systems, hashes each plate, and purges the original values before it's added to Mistall. That removes the privacy risk while preserving uniqueness, so you can still tie vehicle observations across your different data sources, measure occupancy, repeat visits, and parking behavior, without storing identifiable plate data.

SafePlate supports plate-based data from many sources, including mobile and fixed LPR, mobile and pay station payments, PARCS transactions, and even citation and permit systems. No personally identifiable information is ever collected.

Parking Data with Plates

- Mobile and Fixed LPR
- LPR from PARCS
- Mobile Payments
- Pay Station and Meter Payments
- Permits
- Citations



How It Works

1. SafePlate is a cloud-hosted application that receives plate-based data from your existing systems.
2. It converts each license plate into a one-way hash, leaving all other data elements (time, location, parker type, data source, etc.) unchanged.
3. The original plate text is then deleted, and only the hashed version is passed into Mistall.
4. In Mistall, you analyze these hashed plates as unique IDs across time and locations, never as personal identifiers.

Who It's For

- Campus parking and transportation departments
- Municipal parking operations
- Private operators with growing privacy and compliance expectations

If you want plate-level parking intelligence in the Mistall dashboard without the risk of storing raw plate data, SafePlate is built for you.

Key Benefits

Privacy by Design

- No raw license plates stored in Mistall.
- Supports your privacy, legal, and compliance requirements.
- Easier conversations with IT, privacy officers, and campus stakeholders.

Keep the Insights That Matter

- Track unique vehicles over time without knowing who they are.
- Analyze occupancy, repeat visitation, dwell time, and cross-facility behavior.
- Build richer KPIs around parking behavior, policy impact, and demand trends.

Use the Systems You Already Have

- Works with plate data from your existing parking systems.
- No need to rip and replace hardware, systems or workflows.
- Mistall simply becomes the safe, analytical home for plate-based data.
- Pass through the data to your own analytics platform.

Stronger Story to Leadership and the Public

- Demonstrate that you're using plate data responsibly.
- Show how privacy-preserving analytics still improve access, fairness, and customer experience.
- Reduce risk without giving up decision-quality data.

Occupancy · Analytics · Guidance
Empowering Data-Driven Parking Decisions