

Visalia Economic Development Corporation

ALPR Usage & Privacy Policy (California SB 34 Compliant)

Effective Date: May 20, 2026

Approved By: VEDC Board of Directors

1. Purpose of This Policy

The Visalia Economic Development Corporation (“VEDC”) maintains Automated License Plate Recognition (“ALPR”) technology to enhance the safety, security, and operational efficiency of the Visalia Industrial Park. This policy is intended to comply with California Civil Code §§ 1798.90.5–1798.90.55 (SB 34) and outlines how ALPR information is collected, accessed, used, shared, protected, and retained.

2. Authorized Purpose

VEDC maintains ALPR technology exclusively for the following purposes:

- Protecting industrial park business’ property, staff, visitors, and event participants.
- Deterring criminal activity and supporting authorized law enforcement to investigate unauthorized access, vandalism, theft, or other security incidents.
- Provide authorized law enforcement agencies access in accordance with applicable law and this policy.

ALPR information **shall not** be used for immigration enforcement, personal investigations, commercial purposes, or any use not explicitly authorized above.

3. Authorized Users

Only designated VEDC personnel may access ALPR systems or data. Authorized users include:

- VEDC Executive Director.
- VEDC personnel or contractors with operational needs.

All authorized users must:

- Complete ALPR training prior to receiving access.
- Follow all security, privacy, and data-handling requirements.
- Access ALPR data only for documented, authorized purposes.

Unauthorized access or misuse is strictly prohibited and may result in disciplinary action or contract termination.

VEDC personnel generally do not actively monitor or conduct searches of ALPR data except as necessary for system administration or authorized security personnel.

4. Monitoring, Oversight & Safeguards

VEDC maintains administrative, technical, and physical safeguards to ensure proper use of ALPR systems, including:

- Role-based access controls.
- Password and multi-factor authentication requirements.
- Automatic system logging of all access and queries.
- Regular audits of access logs as necessary to ensure compliance.
- Secure storage and encrypted transmission of ALPR data.
- Periodic policy reviews to ensure compliance with evolving laws.

The Executive Director (or designee) is responsible for oversight, compliance, and annual review of this policy.

5. Data Sharing & Disclosure

VEDC does **not** sell, trade, or transfer ALPR information to any third party.

ALPR data may be shared only under the following conditions:

- With authorized law enforcement agencies in response to a valid request related to an active investigation.
- With VEDC-approved technology vendors solely for system maintenance or troubleshooting.
- As required by law, subpoena, or court order.

All disclosures must be documented, including the requesting entity, purpose, and legal authority.

6. Data Accuracy

VEDC takes reasonable steps to ensure ALPR data accuracy, including:

- Using reputable ALPR technology providers.
- Maintaining cameras and equipment to ensure proper function.
- Reviewing and correcting errors when identified.

Users must verify ALPR information before taking any action based on the data.

7. Data Retention & Deletion

Unless required for an active investigation or legal obligation, VEDC retains ALPR data for:

Retention Period: 30 days

After the retention period expires, ALPR data is automatically deleted in a secure and irreversible manner.

If data is preserved for an investigation, it will be deleted once no longer needed.

8. Responsible Party

The following role is responsible for implementing, maintaining, and enforcing this policy:

Responsible Official: Executive Director, or designee, Visalia Economic Development Corporation: Bruce Nicotero email ban1951@comcast.net; phone (559) 901-4207

9. Public Availability

In compliance with California law, this policy is:

- In writing
- Publicly available
- Posted conspicuously on the VEDC website

VEDC will update this policy as needed to remain compliant with state law and best practices.

10. Policy Review

This policy will be reviewed at least annually or sooner if:

- Laws or regulations change.
- ALPR technology or vendors change.
- VEDC expands or modifies ALPR use.

11. Use

VEDC does not use ALPR technology for generalized surveillance, monitoring of individuals based on protected characteristics, or tracking individuals without a legitimate public safety purpose.