COMMUNITY WORKSHOP • 60 MINUTES

Hidden in Plain Sight

Understanding modern cameras and everyday surveillance from your front porch to the grocery aisle

OUR HOUR TOGETHER

Following an Average Day

1

At Home

Doorbell cameras and neighborhood networks

2

On the Road

In-car sensors and plate readers

3

Grocery Run

Smart carts and cashierless checkouts

4

Your Privacy

Practical steps to stay informed

THE BIG PICTURE

Why Cameras Are Everywhere

1 Billion+

Connected surveillance cameras operating worldwide today, driven by affordable sensors and cloud software

Let’s take a closer look



Naming Parts of Your Home

- security system
- vacuum
- television
- phones
- computers
- robotic lawnmowers
- cars



- Kids Toys
- sunglasses (Meta)
- watches
- Birdfeeders
- Ring Doorbell
- Fridges
- Smoke Detectors



PART 1 • 8:00 AM

Stepping Out the Front Door

Doorbell Cameras & Police Sharing

- **Always Watching:** Motion sensors record passersby automatically
- **Voluntary Portals:** Neighbors share clips with local police
- **Emergency Access:** Platforms sometimes release footage without warrants





PART 2 • 9:30 AM

Getting Behind the Wheel

PART 2 • ON THE ROAD

Cameras Inside Your Own Car



- **Driver Monitoring:** Steering column sensors track eye movement
- **360-Degree Exterior:** Surround cameras record nearby vehicles continuously
- **Connected Data:** Modern vehicles transmit telemetry to manufacturers Waymo

Roadside & Parking Lot Readers

Plate Readers

Log license plates and travel timestamps

Parking Trailers

Solar masts scan retail parking lots

Shared Networks

Retailers share vehicle data with police

Automated license plate readers (ALPRs) are cameras that capture, analyze and store vehicle and license plate information. Distinct from red light cameras or speed cameras, ALPR systems are used by law enforcement as an investigative tool.

Information collected varies by jurisdiction, but can include vehicle make, model, color, location, distinct features like bumper stickers, date and time. In some instances, cameras have been used in conjunction with facial recognition technology.

PART 3 • 10:30 AM

Inside the Grocery Store

PART 3 • GROCERY SHOPPING

Ceiling Grids & Aisle Analytics

- **Foot Traffic Maps:** Overhead lenses trace shopper walking paths
- **Dwell Time Tracking:** Software measures how long you pause
- **Shelf Sensors:** Cooler doors detect reach-in product selections



[Large Box Stores and Security]

PART 3 • GROCERY SHOPPING

Cameras Built Into Shopping Carts

Instant Item Scans

Rim cameras identify groceries dropped inside

Built-In Scales

Weight sensors verify every single item

Targeted Offers

Handle screens display aisle-specific coupons

Smartcart

Circle K

PART 3 • GROCERY SHOPPING

Checkout & Cashierless Vision



- **Self-Checkout Eyes:** Overhead lenses watch every bagging motion
- **Just Walk Out:** Ceiling cameras bill accounts automatically
- **Instant Alerts:** Missed scans trigger automatic staff reviews

Amazon Just Walk Out Stores

KEY SHIFT

What Has Changed Over Time

Traditional CCTV

Recorded locally onto tapes or hard drives

Reviewed only after an incident occurred

Operated in isolated standalone locations

Modern Smart Cameras

Connected continuously to cloud servers

Analyzed live by automated software

Shared across corporate and police networks

PART 4 • PRACTICAL TAKEAWAYS

Simple Steps to Protect Your Privacy

- **Check Doorbell Settings:** Turn off automatic police or neighbor sharing
- **Review Vehicle Permissions:** Opt out of manufacturer data sharing programs
- **Choose Traditional Lanes:** Use staffed checkouts and standard shopping carts
- **Pay With Cash:** Break the link between loyalty cards and video

OPEN DISCUSSION

Questions & Experiences

Where have you noticed new cameras in your daily routine?