



## Protect your ridership without compromising privacy laws

As a transit agency, protecting the safety of your ridership is one of your top priorities, which is why many agencies are investing more and more in on-board video surveillance. But that protection should not come at the expense of the privacy of the general public — people who are not using public transportation, but who happen to be in a camera's field of view.

The March Networks® transit solution allows you to configure privacy masks on a camera-by-camera basis. These masks allow you to block out certain areas of the camera's field of view (e.g., individuals on the sidewalk or places of business or residences along the route), while the areas of interest remain clearly visible.

Now you can view and record all of the activity in and around your fleet without compromising the privacy laws that are in place in many countries, states, counties and provinces.

## What is a Privacy Mask?

A privacy mask allows you to block or blur certain areas of a scene from the camera's view. The masked section will be obscured in both the live view of the camera, as well as in the recorded footage. The goals of privacy masking are to protect the privacy of the general public, comply with privacy laws, and reduce and prevent potential litigation.

The mask is completely integrated into the video; it is not an overlay that can be removed and replaced. This allows the March Networks viewer software to authenticate the video for risk and legal requirements.



*This camera is monitoring passengers on the bus, but also exposes the driver, which may be prohibited by protocol or other privacy concerns.*



*This is the view from the same camera, with a privacy mask configured. Now the driver's privacy is protected, but the passengers are still clearly visible.*

## Configure your mask type of preference

Depending on the mask type you select, the masked area appears differently in the live or recorded video. Select from black out, mosaic, and small mosaic.



**Black out** — Blocks the mask area with an opaque black.



**Mosaic** — Blurs the masked area with large pixels



**Small Mosaic** — Blurs the masked area with small pixels



## Simple configuration and flexible implementation

- Privacy masks are configured via intuitive software on the March Networks RideSafe™ GT Series Hybrid Transit NVR, so these masks can be applied to any camera connected to the NVR
- The masks remain intact in both live and recorded video
- The recorder simultaneously records and stores dual streams of masked and unmasked video
- Users can configure, adjust, and add masks as needed if the situation changes.

## Who benefits from Privacy Masking?

- Public transit agencies
- Private transit providers
- Risk management
- Privacy commissions
- The general public
- Private businesses

*The part of the scene that could expose the general public, private businesses, residences, passengers in other vehicles, etc., is blurred out.*



*The external camera provides a clear view of the rear door of the vehicle to monitor passengers boarding and alighting.*

*This privacy mask obscures the peripheral surroundings of the bus to protect the general public, while providing a clear image of the side of the vehicle, which is critical for monitoring passengers boarding and alighting.*



*Click or scan the QR code to see the footage from this camera, as the privacy masks maintain the confidentiality of the general public surrounding the bus.*



March Networks provides transit bus, para-transit and passenger operators worldwide with intelligent IP video solutions that help them maintain the highest security for passengers and employees, respond quickly to emergency situations, and resolve liability claims faster using crystal-clear video evidence.

Whether it's on transit vehicles, or in stations, depots or park-and-rides, March Networks' integrated mobile and fixed transportation surveillance solutions ensure video is always there when it's needed. The proven systems provide authorities with rapid video searching and centralized video management via powerful Command® software, time-saving wireless automation and high-definition IP video capture. In addition, March Networks ruggedized mobile recording platforms provide hybrid camera support which allows transit agencies to migrate from analog to IP video at their own pace. This robust transit solution equips organizations with the capabilities necessary for stable technology growth.

*Learn more about the  
March Networks transit solution at  
[marchnetworks.com/transit-privacy-  
masking](http://marchnetworks.com/transit-privacy-<br/>masking)*

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