

HOW TO CREATE A DASH CAM POLICY



A dash cam policy ensures everyone knows why in-cab cameras are being used, how they work and how video footage may be used. A policy can go a long way to alleviate driver concerns about cameras.

YOUR DASH CAM POLICY SHOULD ANSWER THESE QUESTIONS.

➤ WHY ARE DASH CAMS BEING USED?

Outline your reasons for using dash cams, such as employee protection, legal defense and driver training. Emphasize that it's about safety, not surveillance.

➤ HOW WILL THE DASH CAM PROGRAM WORK?

Dedicate a section to laying out the nuts and bolts of your dash cam policy, including:

- What vehicles will have dash cams
- How the cameras work
- If the cameras are driver-facing
- If in-cab audio is recorded and when
- If the back office is able to monitor a driver in real-time
- How, where and for how long footage is stored

➤ WHO MAY ACCESS FOOTAGE?

Your policy should list who is authorized to access dash cam footage and under what circumstances. Include third parties, such as law enforcement, attorneys and insurance companies.

➤ HOW WILL FOOTAGE BE USED?

Describe what situations and will prompt retrieval and review of dash cam footage. Common scenarios include:

- Accident investigation
- Review of harsh-driving incidents
- Driver coaching
- Employee reviews

➤ OTHER CONSIDERATIONS

- Have your drivers review and sign your dash cam policy
- Include any disciplinary actions associated with damaging, unplugging or covering a camera.
- Review your policy annually and update it as needed
- Provide drivers with hands-on training and relevant instructional materials
- Provide a way for drivers to share feedback about your dashcam program and policy
- Consider creating a safe-driver incentive program as part of your camera implementation