



# COMMITTEE ON INFORMATION TECHNOLOGY

Office of the City Administrator

## For Discussion: Potentially Exempt Surveillance Technologies

The City and County’s Surveillance Technology Inventory currently lists 186 technologies. All technologies were submitted to COIT following an analysis by the City Attorney’s office using the definition of “surveillance technology” in the Acquisition of Surveillance Technology Ordinance and reviewing the 15 exemptions.

COIT staff recommends reviewing the following 35 technologies as potentially outside the intended scope of the Ordinance. Board of Supervisor clarification is requested before additional compliance activities continue.

### Category Overview

|                                  |    |
|----------------------------------|----|
| Marketing Analytics & Automation | 13 |
| Social Media Monitoring          | 17 |
| Telematics                       | 5  |

### Category – Marketing Analytics & Automation Platform (13)

| Technology | Dept       | Description   | Purpose  |
|------------|------------|---|--|
| AdRoll     | <b>AAM</b> | Uses advanced audience targeting to create awareness and drive high-quality new site traffic. It helps grow customer acquisition. Its growth marketing platform makes it easy to find the proper audience, create personalized, cross-channel experiences, and measure impact.  | Allows the museum to understand who it is service and how we might improve the experience. Promotional uses. |
| Bidtellect | <b>FAM</b> | The information collected by Bidtellect includes name, email address, password, telephone number, computer IP address, mobile device unique ID and real-time geographic information. The combination of this data is then used to determine the interest and behaviors of a unique user so that Bidtellect can deliver personalized advertising content to them | FAMSF’s contractor’s programmatic platform used to run native digital ads.                                   |

|                  |            |   |   |
|------------------|------------|---|---|
| Data Studio      | <b>FAM</b> | Advertisement integration and analytics - A Google product that helps prepare data visualizations by providing the resources to turn data into informative, easy to share, and fully customizable dashboards and reports. To use it, must connect data sets such as those from Google Marketing Platform products, Google consumer products, databases, updated CSV files, or social media platforms.   | Used to integrate ads and analytics data, to identify trends and create maps.                               |
| Datorama         | <b>FAM</b> | Visualization platform  | FAMSF's contractor's visualization platform that aggregates performance data from all platforms.            |
| Flashtalking     | <b>FAM</b> | Flashtalking does not collect or process directly-identifiable information, such as a person's name and email address, or hold sensitive data of any sort. Flashtalking's products and policies limit their collection and use of personal data to online identifiers such as IP addresses, cookie IDs and device IDs, which they use for fraud detection, engagement analysis, and advertising delivery.   | Used by FAMSF contractor, FAMSF's digital marketing agency, as an ad server to traffic FAMSF's digital ads. |
| Google Adwords   | <b>FAM</b> | Search ad platform - Google's advertising system through which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. Advertisers pay for these clicks. Also known as "Google Ads"  | Used by FAMSF contractor to run FAMSF's search ads.   |
| Google Analytics | <b>FAM</b> | A free tracking tool offered by Google that shows how visitors use a website. A tracking code is added to the website so Google Analytics knows to track website visitors and any actions they perform. When a user visits the website, Google Analytics drops a cookie on the user's browser. Cookies are small files that contain information about the user's activities. Using these cookies, Google Analytics will know how a user behaves on your website and then collect this information. The reporting feature shows the demographics and geographic region of website visitors (i.e. age, gender), among other characteristics (interests, | Tracks basic user demographics (e.g. age range, location) for desktop, tablet, and mobile                   |

behavior, mobile, etc.). Source:  
<https://www.monsterinsights.com/how-does-google-analytics-work-beginners-guide/>

|                      |            |   |  |
|----------------------|------------|---|--|
| Google Tag Manager   | <b>AAM</b> | A Google marketing platform and tag management system that helps website owners track codes and collect analytics about their website. It helps website owners make decisions about their website. Data is stored in a centralized location. It can also assist with analytics for purposes such as marketing, tracking customer conversion rates, and other site analytics.                        | Allows the museum to understand who it is service and how we might improve the experience. Promotional uses. "Social media tracking" |
| Google Web Analytics | <b>CPC</b> | Used for department's public facing web site to collect access data including browser type, source IP address, page accessed and timestamp  | Used for department's public facing web site   |
| Mobile Fuse          | <b>AAM</b> | A mobile technology company that helps target and influence consumers. Their proprietary technology utilizes location and consumer mindset as a foundation to fuel customer insights. Consumer mindset is determined by leveraging environmental data including time of day, weather conditions, local event and census information that gives advertisers a holistic view into the user's mindset. | Allows the museum to understand who it is service and how we might improve the experience. Promotional uses. "Social media tracking" |
| Optmyzr              | <b>FAM</b> | Optimizes advertisers' pay-per-click advertising. It assembles raw AdWords and Bing Ads information into comprehensive visualizations so advertisement account managers can follow highlights and trends and guide their ad placement strategies. It relies on robust automation that is enabled and enhanced with AdWords scripts.   | Used by FAMSF's contractor to help manage Google Ads with a system of macros that streamline common tasks.                           |
| Steelhouse           | <b>AAM</b> | Provides self-service advertising software that provides marketers with everything they need to build their own ads and launch retargeting and prespecting campaigns through display, mobile, native, and social media. The analytics and reporting feature is integrated into Google Analytics, which allows tracking and verification of all traffic and conversions across devices. It can be    | Allows the museum to understand who it is service and how we might improve the experience. Promotional uses. "Social media tracking" |

|                |            |   |  |
|----------------|------------|---|--|
|                |            | used to create reporting dashboards, display metrics, visualize metrics, etc.   |  |
| The Trade Desk | <b>FAM</b> | The information collected by The Trade Desk includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. This data is gathered using several different methods including log files, cookies, clear gifs, and social media features. | FAMSF's contractor's programmatic platform used to run digital display ads (banner ads). |

## Category – Social Media Monitoring (17)

| Technology       | Dept             | Description  | Purpose   |
|------------------|------------------|--|---|
| Archive Social   | <b>DT</b>        | Social media archiving permits consistent response to records requests   | The City uses Archive Social to store social media postings and other engagement in order to enable compliance with public records laws. Scrapes City & County social media accounts, and hosts in an archive. Includes responses by public & metadata.   |
| Buffer           | <b>ADM (311)</b> | Cloud based Social Media response system. It is a social media management software that allows organizations build their audience and grow their brand on social media. Allows organizations to measure and analyze content performance, track key engagement metrics, and measures stories, individual posts, and hashtags. It also measures audience demographics. | Tracks posts by the public sent to SF311 or matching specific search terms and the responses.   |
| Critical Mention | <b>DT</b>        | Critical Mention is software designed to monitor social media and traditional media.   | DT subscribes to Critical Mention to track opinion about City services and operations reflected in social media and traditional media, this data can include comments deliberately posted by individuals. Critical Mention passes through the level of anonymity chosen by the publisher/poster. The same data DT receives would be available to any subscriber to the service. |
| Critical Mention | <b>FIR</b>       | Critical Mention is software designed to monitor social media and traditional media.   | Social Media monitoring   |

|                                   |              |   |   |
|-----------------------------------|--------------|---|---|
| Critical Mention                  | <b>MOHCD</b> | Critical Mention is software designed to monitor social media and traditional media.  | MOHCD subscribes to Critical Mention to track opinion about City services and operations reflected in social media and traditional media, this data can include comments deliberately posted by individuals. Critical Mention passes through the level of anonymity chosen by the publisher/poster. The same data MOHCD receives would be available to any subscriber to the service. |
| Facebook Business Manager         | <b>FAM</b>   | A free platform that runs and tracks ads, manages pages and ad accounts, or allow third-parties manage ad placements, etc. It helps advertisers integrate Facebook marketing efforts across the organization's business with external partners. | Facebook Business Manager collects data similar to Google Analytics on how users interact with museum advertisements on Facebook: their self-reported demographics, behavior, and engagement patterns   |
| Falcon                            | <b>FAM</b>   | This Social Media listening tool tracks a user's interactions with the museum's social media channels over time. I.e. whether they have commented on posts in the past in addition to the current one   |   |
| ForcePoint                        | <b>DBI</b>   | Web security software for monitoring, filtering and reporting web traffic   | Monitor, filter, and report web traffic   |
| Hootsuite                         | <b>AIR</b>   | Social Media Marketing and Management Dashboard   | The Airport uses Hootsuite to track opinion about passenger experience reflected in social media comments   |
| Hootsuite                         | <b>ART</b>   | Social Media Monitoring.  |   |
| Hootsuite                         | <b>DEM</b>   | Social media monitoring.  | Social media monitoring. Can monitor Twitter and search for individual posts by keywords.   |
| Hootsuite Social Media Monitoring | <b>PRT</b>   | Social Media Marketing and Management Dashboard   | Social Media Monitoring   |
| Meltwater                         | <b>ART</b>   | Meltwater is a software designed to monitor social media and traditional media.   |   |
| Meltwater                         | <b>DT</b>    | Meltwater is a software designed to monitor social media and traditional media.   | DT subscribes to Meltwater to track opinion about City services and operations reflected in social media and traditional media, this data can include comments deliberately posted by individuals. Meltwater passes through the level of anonymity chosen by the publisher/poster. The same   |

|                                  |            |  |  |
|----------------------------------|------------|--|--|
|                                  |            |  | data DT receives would be available to any subscriber to the service.  |
| Meltwater                        | <b>HSA</b> | Meltwater is software designed to monitor social media.  | HSA uses Meltwater to compile news and social media references to the names of the agency or its departments or its executives.  |
| Social media monitoring software | <b>MTA</b> | Social media monitoring software   | Software used to gather SFMTA-related content (e.g., information about traffic, Muni service) across a wide range of social media. Also used to identify trends and understand customer sentiment. |
| Tweetdeck (freeware)             | <b>DEM</b> | Social media monitoring. TweetDeck is a social media dashboard application for management of Twitter accounts. Originally an independent app, TweetDeck was subsequently acquired by Twitter Inc. and integrated into Twitter's interface. | Can monitor Twitter and search for individual posts by keywords.   |

## Category – Telematics (5)

| Technology                          | Dept             | Description   | Purpose  |
|-------------------------------------|------------------|---|--|
| Geographic Positioning System (GPS) | <b>PUC</b>       | Comprised of satellites, a ground station, and receivers. The receiver uses signals from several satellites (at least 3) to calculate the distances from itself to those satellites and pinpoint where you are. | SFPUC vehicles are equipped with Geographic Positioning System (GPS) technology to track the location of department-owned vehicles, monitor speed, and ensure the safety of fleet users. |
| Global Positioning System (GPS)     | <b>AIR</b>       | Comprised of satellites, a ground station, and receivers. The receiver uses signals from several satellites (at least 3) to calculate the distances from itself to those satellites and pinpoint where you are. | Airport uses GPS in vehicle fleet to track speed and mileage for vehicle maintenance purposes. GPS data may also be used for investigations  |
| GPS Tracking and Telematics         | <b>ADM (RED)</b> | GPS tracking and motion data of City Vehicles   | Determine location, speed, and status of City Vehicles   |
| GPS Tracking Device                 | <b>DPW</b>       | Comprised of satellites, a ground station, and receivers. The receiver uses signals from several satellites (at least 3) to calculate the distances from itself to those satellites and pinpoint where you are. | Used to track and guide Public Works vehicles.   |

Network Fleet  
Management  
System

**PRT**

Web based enterprise Fleet  
Management system that utilizes GPS  
and telematics to monitor use of City  
owned vehicles.

Monitor use of city-owned vehicles