

The State of Privacy in Physical Operations 2023





Introduction

In the digital era, privacy concerns have become top of mind for nearly everyone. In fact, more than eight in 10 adults¹ said they are at least somewhat concerned about the safety and privacy of their digital personal data.

As corporations have begun to collect more and more information, concerns around data protection have also grown in the business world. In fact, 40% of consumers and 52% of B2B purchasers² will stop buying from a company if it violates digital trust.

Companies across physical operations industries—such as logistics, construction, and manufacturing—face a unique set of circumstances when it comes to navigating privacy concerns. Game-changing technologies, like vehicle telematics and dash cams, are driving huge gains in safety and efficiency. At the same time, the data that these technologies can provide must be treated appropriately to protect sensitive information.

Artificial Intelligence (AI) is changing the game even faster. With AI-powered technology, physical operations companies can capture data and make faster decisions. However, even though AI is helping to make workers more efficient, concerns about how data is being used remain. In fact, two-thirds of workers³ believe that information collected by AI will be misused.

As these factors converge, one thing is clear: Protecting privacy is critical to physical operations organizations, their employees, their vendors, and the customers they serve.

¹ "A majority of Americans are concerned about the safety and privacy of their personal data," press release, [ipsos.com](https://www.ipsos.com), May 5, 2022.

² "Why digital trust truly matters," web page, [mckinsey.com](https://www.mckinsey.com), September, 2022

³ "AI in Hiring and Evaluating Workers: What Americans Think," web page, [pewresearch.org](https://www.pewresearch.org), April, 20, 2023.

Inside the Report

At Samsara, privacy is at the heart of our mission to increase the safety, efficiency, and sustainability of the operations that power the global economy. To get a deeper understanding of the current privacy concerns and challenges across physical operations industries—as well as how organizations are working to address them—we commissioned a survey of 600 physical operations leaders in construction, logistics, manufacturing, and other key industries from across the United States, Canada, Mexico, France, Germany, and the United Kingdom.

Our findings indicate that protecting the sensitive information of employees and communities is a top priority for organizations with vehicle or equipment fleets.

Moreover, while many agree that dash cams and AI have a substantial positive impact on safety and business outcomes, misconceptions that can slow down adoption remain an issue. Fortunately, there are a range of strategies leaders can use to boost acceptance of AI and other technologies within their organizations.

Behind the Insights: Executive Privacy Decision Makers

For this report, we surveyed executives—including CEOs, CIOs, and CTOs, as well as senior vice presidents, directors, and managing directors—that manage technology, operations, security, compliance and other critical functions at their companies. These organizations operate large vehicle and equipment fleets, and are also subject to significant environmental, safety, and other regulatory requirements.



Survey participants were equally distributed across global regions, and significant geographic findings are highlighted throughout the report. A snapshot of findings for each region is included at the end of the report.



Table of Contents

Executive Summary	5
01 Privacy Priorities and Challenges	6
02 AI Adoption and Benefits	9
03 Driver Dash Cam Acceptance	13
04 Union Buy-In for Technology	17
7 Actionable Tips to Build a Culture of Privacy	19
Additional Resources	23
About Samsara	24
Regional Snapshots	
Canada	25
France	27
Germany	29
Mexico	31
United Kingdom	33
United States	35
Methodology	37

Executive Summary

Protecting sensitive information is concern #1 for physical operations leaders.

70% of leaders said protecting sensitive community information, such as videos of pedestrians, is the most important privacy consideration, followed closely by 69% who said protecting sensitive employee information is critical.

Efforts to increase driver acceptance of dash cams are paying off.

76% of physical operations leaders report their drivers are mostly or completely accepting of dash cams, with privacy being a key driver of buy-in.

Companies are excited about AI, but more than half of leaders have privacy concerns.

93% of leaders are adopting AI, but 54% said that privacy concerns can slow AI implementation or stop it altogether, reinforcing the need for AI technology built from the ground up with privacy in mind.

Unions are a critical partner in raising awareness about privacy.

86% of leaders report they agree that unions are active in helping drivers be more informed about privacy.



01 PRIVACY PRIORITIES AND CHALLENGES

Leaders are prioritizing protecting sensitive information. Many face obstacles turning concern into action.



Data protection is a wide-ranging topic, but for many physical operations companies, **starting with a focus on privacy principles is an essential part of gaining alignment and building consensus around privacy**. When leaders have those conversations, a main priority is clear: protecting sensitive information.

In fact, **the most-discussed privacy consideration at physical operations companies is protecting sensitive community information**, such as videos of pedestrians, named by 70% of leaders, followed closely by protecting sensitive employee information, cited by 69% of survey respondents.

Top Three Most Considered Privacy Aspects

70%

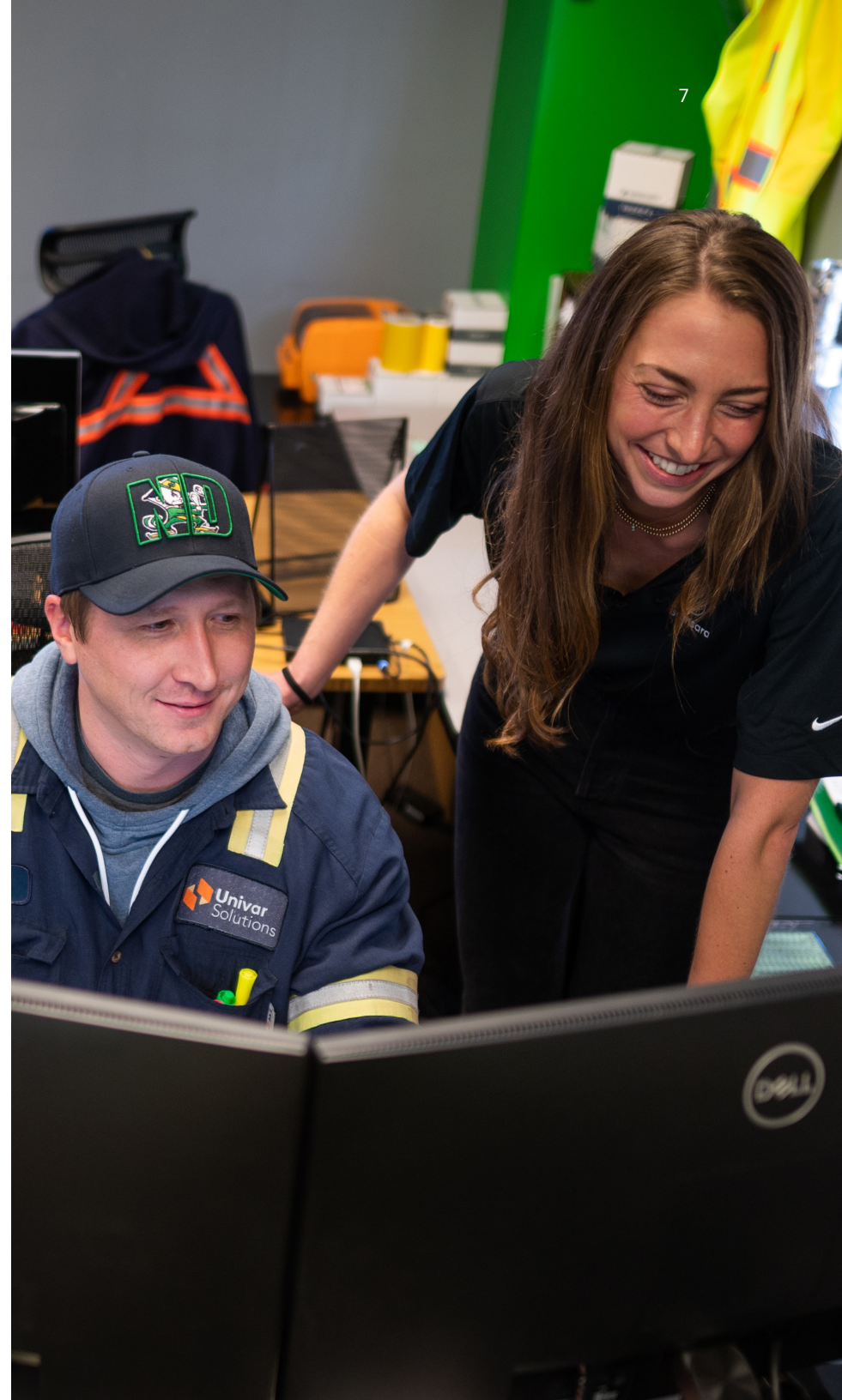
protecting sensitive community information

69%

protecting sensitive employee information

62%

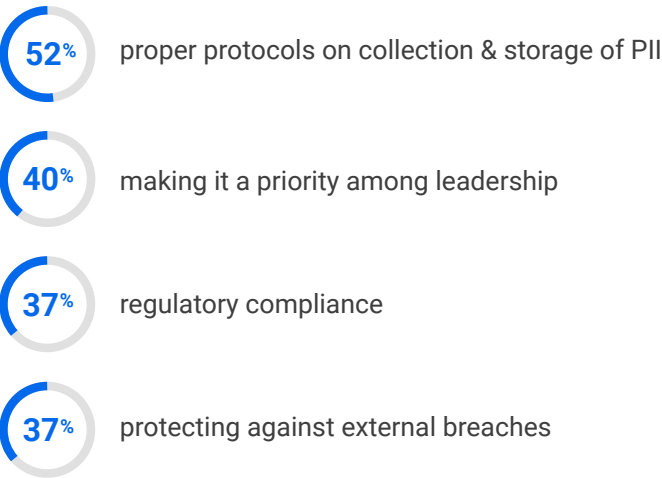
transparency and communication into privacy practices



These privacy concerns are closely related to the biggest data protection challenges that physical operations companies face.

For example, given the focus on protecting sensitive information, it comes as no surprise that 52% of leaders said that developing proper protocols for collecting and storing personal data or personally identifying information (PII) is their top challenge. Other top challenges cited by respondents include getting leadership buy-in to address privacy (40%), regulatory compliance (37%), and protecting against external data breaches (37%).

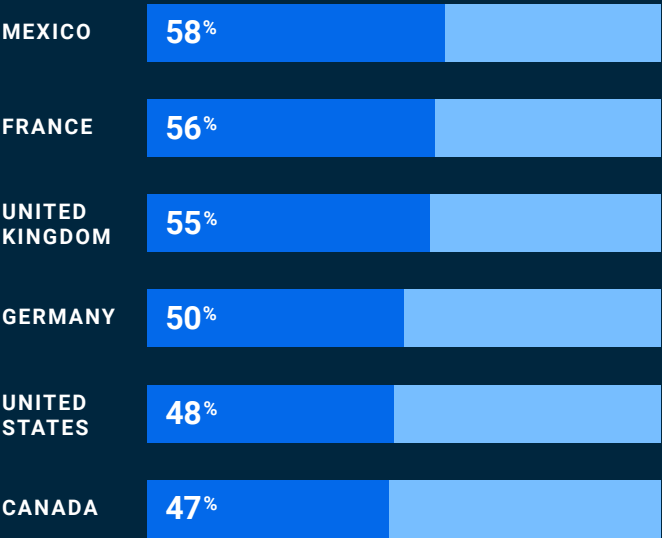
Top Privacy Challenges Organizations Face



Personal Data:
The Top Challenge Worldwide

Developing proper protocols on the collection and storage of personal data or personal identifying information is the #1 challenge in every market surveyed.

Percentage of Physical Operations Leaders Who Said Data Protocols and Storage Are Their Top Challenge



02 AI ADOPTION AND BENEFITS

**AI is changing physical operations for the better.
Robust privacy policies and data protection by
design and default can accelerate adoption.**



No other technology has captured the collective conversation in both boardrooms and break rooms faster than AI. Across physical operations organizations, AI and automation are quickly becoming the rule, not the exception: 84% of leaders plan to use AI, and 91% will use automation to modernize their operations.⁴

Physical operations companies see the potential benefits that AI can deliver, and are becoming eager adopters as a result. Their biggest reasons for doing so are centered around the employee experience. The report found that most leaders (51%) believe the main benefit of AI is to help workers improve their skills and provide learning opportunities, both key factors in helping to support employee retention. A similar number (49%) say that virtual coaching for safe habits is a top benefit of these technologies, while helping employees spend less time and resources on repetitive tasks is a close third at 44%.

Top Benefits of Using AI in Physical Operations



Perceptions of Top AI Benefits Vary Across Regions

Leaders across regions believe AI can deliver a range of benefits that directly improve the employee experience, but opinions as to the top benefit differ around the globe.

The Top AI Benefit Cited by Leaders in Different Regions

#1 Upskilling and learning opportunities for employees



#2 Less time and resources spent on repetitive tasks



#3 Virtual alerting and coaching for safer employee habits



⁴ "2023 State of Connected Operations Report," Samsara, 2023.

Ideas into Action

Samsara's Proactive Driver Coaching brings AI technology directly into the cab and can help organizations upskill their drivers, one of the main benefits of AI adoption.

[LEARN MORE >](#)

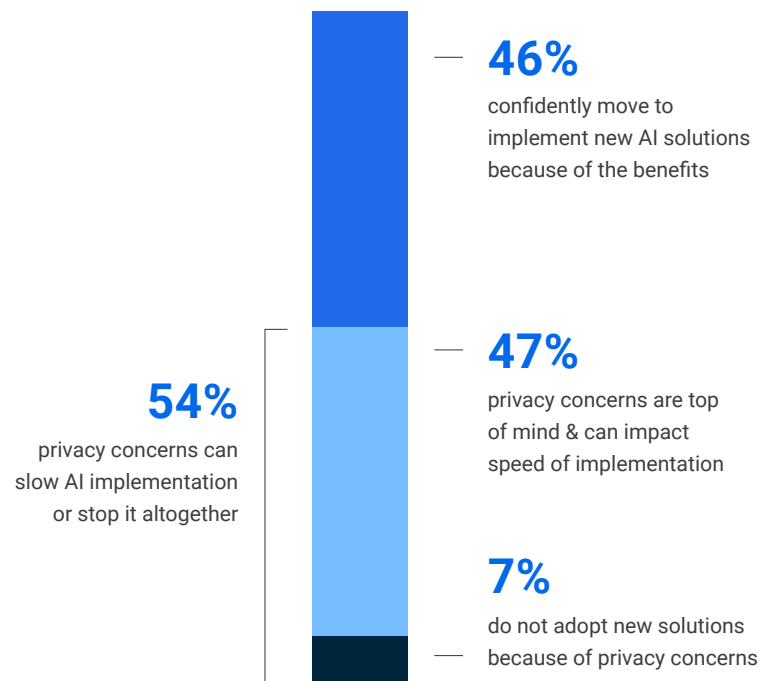
AI is proving to be a transformative force across physical operations industries, and leaders are turning out to be enthusiastic adopters.



In fact, 93% of executives are implementing AI within their organizations.

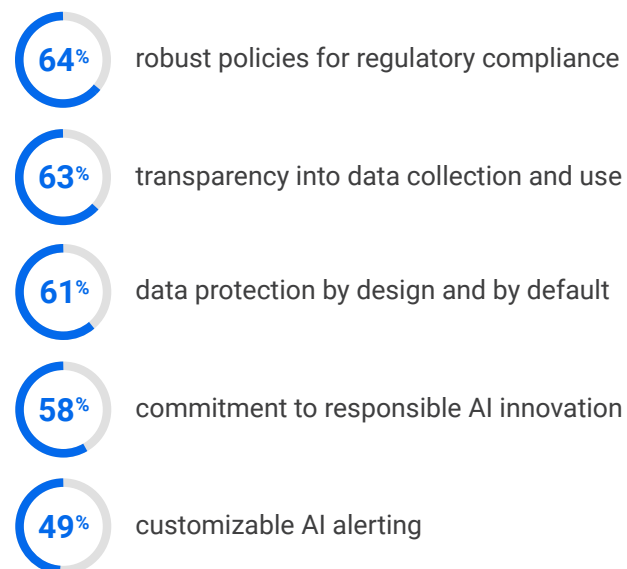
However, more than half of leaders, 54%, said that privacy concerns can slow AI implementation or stop it altogether.

Attitudes Towards Privacy and Implementation of AI-Powered Technology



The good news is that hesitation about AI adoption is not absolute. **Leaders pointed to a range of mostly policy-based factors that would make them more comfortable with vendor use of AI technology.** These include robust policies for regulatory compliance (64%), transparency into data collection and use (63%), and building products and services with data protection by design and by default, among other factors.

Top Factors that Would Ease Concerns About AI-Powered Tech



Samsara's Commitment to Responsible Innovation

Samsara believes AI will be essential to the future of physical operations. To help ensure AI technology is developed in a trustworthy and responsible way, Samsara has committed to innovating responsibly and is a member of several organizations that enable our team to think critically about how best to do so across our organization. These include [Responsible Innovation Labs](#), the [Responsible Artificial Intelligence Institute](#), and the [Future of Privacy Forum](#).

[LEARN MORE >](#)



03 DRIVER DASH CAM ACCEPTANCE

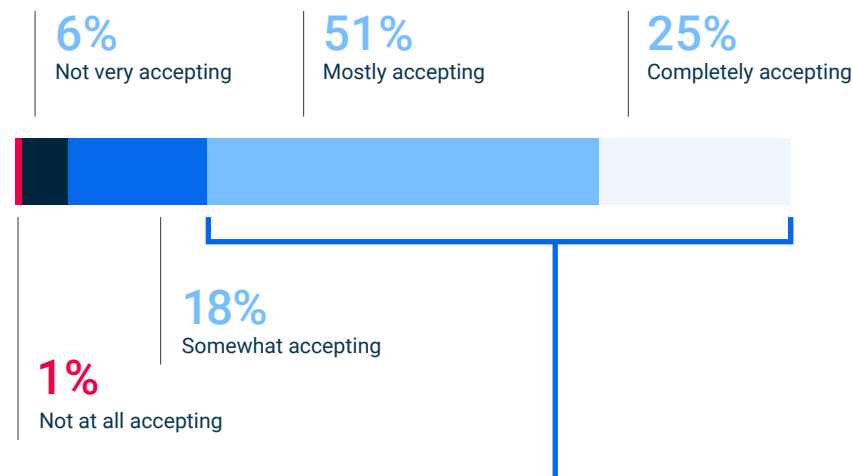
**Driver acceptance of dash cams is high.
Transparency can push buy-in even higher.**



The use of dash cams is one of the most-discussed topics across physical operations industries, and adoption is on the rise. Berg Insight estimates that the installed base of active video telematics systems in North America and Europe reached almost 5 million units in 2022, a number that's predicted to rise to 11.3 million by 2027.⁵

Driver buy-in is a persistent concern for fleets that implement dash cam technology, but our survey found that it's largely a misconception that drivers are opposed to dash cams.

Driver Acceptance of Dash cams



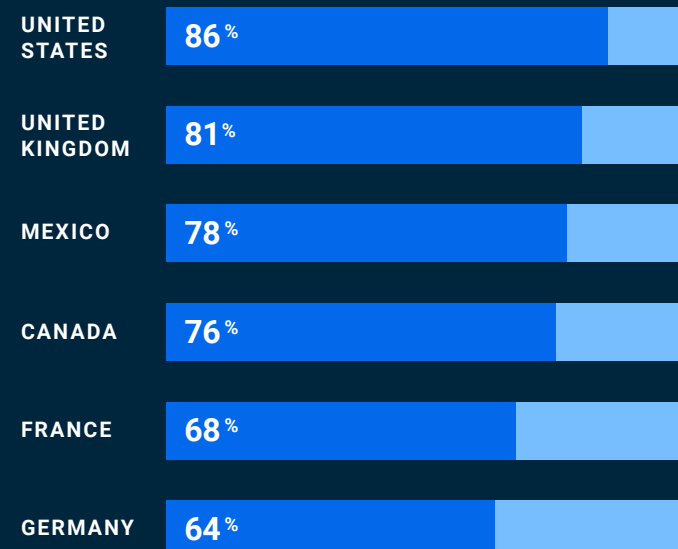
In fact, our survey discovered that **76% of executives report their drivers are "mostly" or "completely accepting" of cameras**, while only 1% are "not at all accepting."

⁵ "Video Telematics Market, 4th Edition," Berg Insight, 2023.

Driver Acceptance of Dash Cams Lags in Germany and France

Across all markets, solid majorities of executives report their drivers are at least somewhat accepting of dash cams, though acceptance lags in France and Germany.

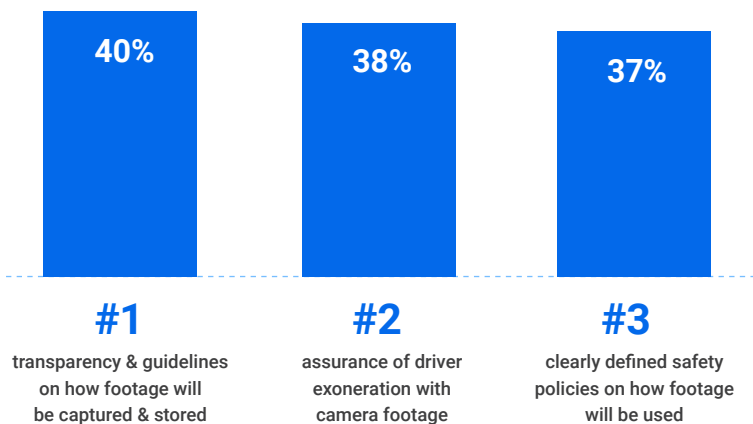
Percentage of Drivers Who are "Mostly" or "Completely" Accepting of Dash Cams by Region:



Just as comfort levels with AI rise when there are privacy policies in place, employees are more accepting of dash cam technology, particularly inward-facing cameras, when there are clear safeguards. Our survey discovered the top factors that executives believe will increase driver buy-in for inward-facing cameras. **Among the top three cited by executives, 40% said drivers want clarity and transparency around how data is being collected, stored, and used.**

A similar percentage, 38%, said drivers want clearly defined policies on how the footage will be used, and 37% said real-world examples of how footage can be used to exonerate drivers would boost driver buy-in for inward-facing cameras.

Top Three Factors to Increase Driver Buy-In for Inward-Facing Cameras



Ideas into Action

Samsara AI Dash Cams provide real-time detection of critical safety events with footage uploaded within minutes of an incident, helping exonerate drivers. In fact, more than 50% of Samsara AI Dash Cam customers have used footage to exonerate drivers.*

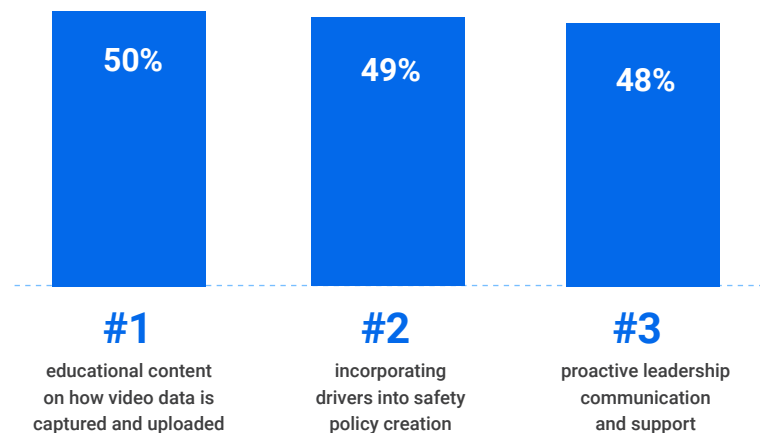
[LEARN MORE >](#)

* Based on an anonymous survey of more than 500 Samsara customers.

Explaining how video data is used and giving drivers a voice in policy creation can be especially powerful tools to create positive driver sentiment when it comes to dash cam technology. Half of executives (50%) report that educational content on how video data is captured and uploaded has a positive impact on driver attitudes, while similar percentages—49% and 48%, respectively—said that involving drivers in policy creation and proactively communicating about safety also help boost driver sentiment about in-cab video.

By taking the time to explain how video data collected by dash cams is used and allowing drivers to discuss policies being created with leadership, executives state that their organization has been able to improve their employees' attitudes towards camera use.

Top Three Factors that Positively Impact Driver Sentiment About In-Cab Video



60%

of executives at the director-level who interact with drivers report that instructional videos on how dash cams operate have had the most impact.

04 UNION BUY-IN FOR TECHNOLOGY

Unions are actively raising driver awareness around privacy issues. Transparency and collaboration can help win unions over more easily.



Unions and company leadership can sometimes have a contentious relationship. However, when it comes to privacy, executives overwhelmingly said unions have a positive impact by bringing attention to privacy issues. **In fact, 86% of leaders report they completely agree or somewhat agree that unions are active in raising awareness about privacy.**

Leaders are focused on several key actions to help drive union approval of dash cam technologies. These include communication around technology policies and application, transparency and guidelines on how footage is captured and stored, and involving unions in the vendor selection process.

Top Factors that Would Help Drive Union Buy-In of In-Cab Technology

TIED FOR #1

44%

communication around tech policies & application

44%

incorporating unions as part of vendor selection process

44%

transparency & guidelines on how footage is captured & stored

ADDITIONAL FACTORS

37%

assurance of driver exoneration with camera footage

39%

clearly defined safety policies on how footage will be used

Methods to Earn Union Acceptance Vary Around the World

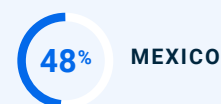
What drives union buy-in varies from market to market, with communication, transparency, incentives, and incorporating unions in vendor selection all cited as top strategies in at least one market.

Top Factors to Earn Union Buy-In by Region

#1 Communication around technology policies and application



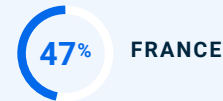
#2 Transparency and guidelines on how camera footage will be captured and stored



#3 Incorporating unions as part of the vendor selection process



#4 Driver incentive and rewards programs



7 Actionable Tips to Build a Culture of Privacy

From our survey results, it's clear that the vast majority of physical operations leaders believe that privacy is a top priority. But how do organizations ensure that protecting sensitive information is at the core of their operations?

Here are seven actions you can take to build a strong culture of privacy that extends across every facet of your organization.



1. Identify an executive sponsor or team

As a first step, make sure that everyone at your company is aligned around a privacy mission. To foster alignment, identify an executive sponsor or team of executive sponsors who will drive your initiative along and evangelize privacy as a core value.

Why is this so important to do first? **The effects of executive sponsorship on positive organizational change are well-proven.**

The change management consultancy firm Prosci has found⁶ that “active and visible” executive sponsorship consistently ranks as the number one contributing factor to successful change initiatives. With executive support, your privacy initiatives are much more likely to succeed.

2. Build trust through open communication and frequent updates

In our survey, 96% of executives pointed to open communication with employees as a factor that would ease privacy concerns, including almost half, 49%, who said it would significantly ease privacy worries about how data is being collected and used.

From these results, it's clear that communicating openly about new and ongoing privacy initiatives is critical to creating a foundation of trust. Consider making privacy updates part of company all hands meetings, and empower managers to discuss security during toolbox talks as well as other meetings and trainings.

⁶ “Keeping Your Active and Engaged Sponsor on Track During Change,” web page, prosci.com

3. Involve employees and unions in vendor selection

As part of being open and transparent about new technology and privacy, consider involving employees in your vendor selection process. **Survey drivers to understand what they want from new technology, as well as any anxieties they may have.**

To gather driver sentiment effectively, John Hamill, Business Agent at the International Brotherhood of Teamsters and an expert at gaining driver buy-in for technologies like dash cams, recommends⁷ sending out an initial survey with broad, free response questions. “That will give you an overall sense of sentiment. You might be surprised what the answers reveal about their specific concerns or experiences,” he explains.

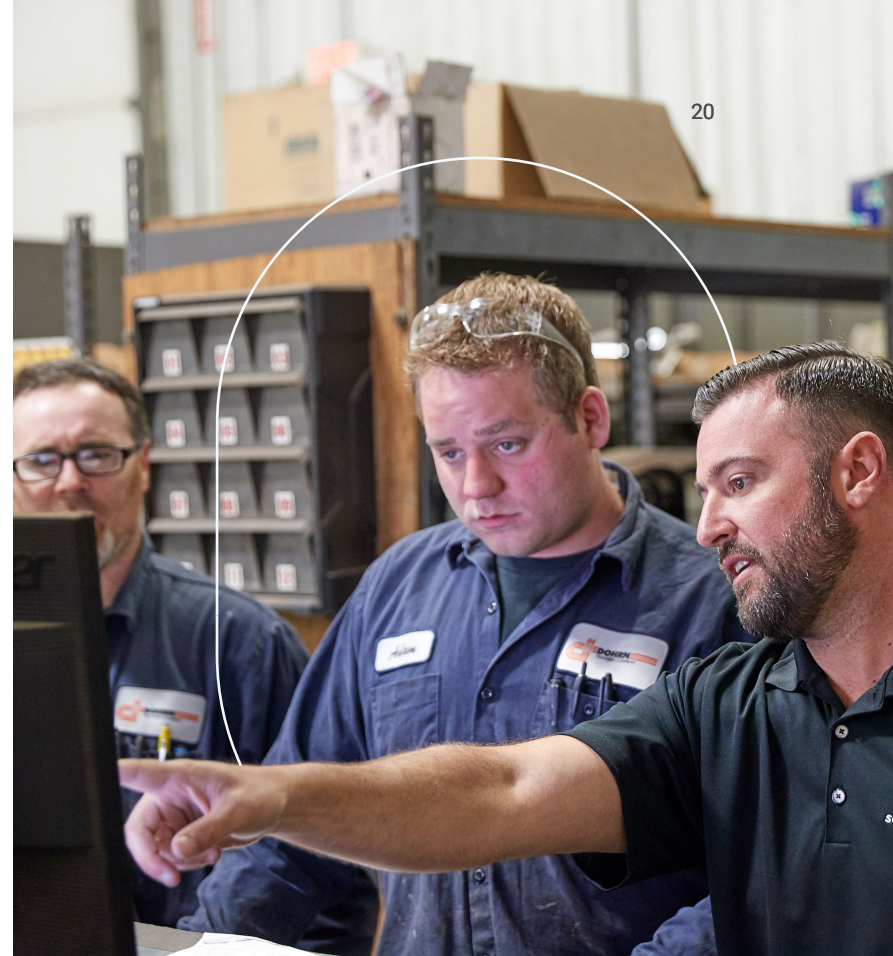
Hamill also recommends going to unions first. “My biggest tip to companies with union drivers is this: before going to your drivers, get the union to buy in first,” he says. “Not going to the union first can lead to so many issues down the line. If, for example, the union hears about an issue first, they may want to shut down the initiative entirely. That can set a precedent that’s hard to overcome.”

4. Select vendors that prioritize privacy

In our survey, an overwhelming majority of executives, 80%, said it is very or extremely critical for a new vendor to have a responsible stance on privacy. **Vendors such as Samsara, for example, have developed a core set of privacy principles that help ensure sensitive customer data is protected.**

Further, look for vendors like Samsara that also provide customizable options to protect employee privacy, dedicated customer support, privacy resources, secure data export and sharing capabilities, and robust security testing for all products.

⁷ “Creating a Dash Cam Program with Union Drivers: Tips from a Teamsters Expert,” web page, samsara.com, April 7, 2021.



“My biggest tip to companies with union drivers is this: before going to your drivers, get the union to buy in first.”

— JOHN HAMILL

Business Agent, International Brotherhood of Teamsters

Samsara's Privacy Principles

At Samsara, we are committed to protecting privacy with clear guiding principles:

- **We ensure responsible innovation and customer data use.** We use data to provide our services and improve our products to give our customers a better overall experience with our solutions.
- **Our customers own their data and are in charge of directing and controlling how Samsara collects and processes it.** We include customizable controls in hardware and software products to give customers choices on how best to use our solutions to achieve their privacy goals.
- **Samsara is committed to being open and transparent about how your data is collected, used, and protected.** We recognize that transparency on how we use customer data and implement privacy controls to protect it is of paramount importance to customers.
- **Privacy and security go hand-in-hand. Our commitment to privacy demands that we adhere to the highest data security standards.** We invest continuously in our infrastructure and processes to provide our customers with the most secure solutions in the industry.
- **We implement robust legal protections—aligning with regulations such as the GDPR and CPRA—to help support the privacy and security measures that protect your organization's data.** We will always fight to protect our customers' privacy, firm in the belief that this approach is not merely good business but the right thing to do.
- **We are committed to responsible innovation, building every Samsara product with privacy and security in mind.** We embed privacy protections into our products and build in customizable features.

5. Create clear policies about technology and privacy

Nearly all of our survey respondents, 99%, said that clear policies—and communication from leadership—about how video will be used would ease privacy concerns.

A critical first step is to write down policies which govern the use of such technology. Be sure to share them with employees in a variety of different formats, such as employment handbooks, breakroom posters, email communications, and company meetings.

Then, adhering to those policies is essential. Hamill notes: **“Oftentimes, companies don’t even follow their own policy. Following agreed-upon policies and procedures to the T is what really creates trust.”**

6. Create materials to educate employees about data privacy and technology tools

When employees understand how a technology works, they are more likely to approve of it and use it. **In our survey, 98% of executives said that educational content on how data is captured and uploaded would help ease privacy concerns.**

Creating educational materials, like demo and training videos, as well as other materials, can take time, but the investment is well worth the effort. To earn driver buy-in, Satellites Unlimited—a regional service provider and retailer for a major national satellite company—addressed driver concerns and made the dash cam rollout process transparent.

“We made a point of focusing on the benefits of the dash cams with the drivers,” said Cortez Tolbert, the company’s Safety Manager. “We talked about how it was going to enhance their ability to arrive alive and support our safety goals. As a result, not one driver resigned due to the roll-out.”⁸

⁸ <https://www.samsara.com/customers/satellites-unlimited>





“We showed [drivers] that video footage can exonerate them if something unexpected happens. Now they trust that the dash cams are working for them.”

— ROBERT FIELDS

Safety Administrator, J. Rayl Transport Inc.

7. Showcase the benefits of new technology

As part of regular privacy communications, consider highlighting examples of the benefits of AI-powered technologies and dash cams. This can include footage that exonerates drivers, stories about how employees are using AI to do their jobs faster, or other examples.

In one example, J. Rayl Transport Inc.—a family-owned transportation and logistics company operating in 48 states across the U.S.—showed their drivers how cameras could lead to exonerations. “At first, our long-time drivers were a little worried,” says Robert Fields, Safety Administrator at JRayl. “We explained to them the dash cams are there for their safety, the company’s safety, and to protect them. We showed them that video footage can exonerate them if something unexpected happens. Now they trust that the dash cams are working for them.”⁹

HELPFUL RESOURCES

- “A Practical Guide to Video-Based Safety Technologies in Commercial Vehicle Fleets: Understanding Safety Programs, Data Use, and Privacy Best Practices,” [Future of Privacy Forum](#), June 2022
- “Driver Attitudes Towards Vehicle Safety Technology,” [Together for Safer Roads](#), February 2022
- “Best Practices for Building a Video-Based Safety Program,” [Samsara](#)

⁹ <https://www.samsara.com/customers/jrayl-transport>

About Samsara

Samsara is the pioneer of the Connected Operations™ Cloud, which is a platform that enables organizations that depend on physical operations to harness Internet of Things (IoT) data to develop actionable insights and improve their operations. Samsara operates in North America and Europe and serves tens of thousands of customers across a wide range of industries.

Our mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy, and privacy and security are the foundation of everything we do. Samsara prioritizes securing customer information, ensuring customers retain control over their data, and being transparent about how we use customer information. By adhering to these fundamentals, Samsara makes it easy to ensure compliance and best serve the unique needs of every organization and the communities in which they operate.

“At Samsara, we are committed to maintaining high standards of privacy and security in order to protect our customers’ data and our data. **The trust of our customers is of paramount importance to us.**”

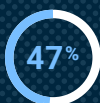
— LAWRENCE SCHOEB

Data Protection Officer, Samsara



Regional Snapshot: Canada

TOP PRIVACY CHALLENGE



proper protocols on collection and storage of personal identifying information (PII)

Privacy Considerations and Challenges

Most Relevant Privacy Considerations

76%

protecting sensitive community information

69%

protecting sensitive employee information

69%

transparency and communication into privacy practices (tie)

44%

no independent collection or use of facial recognition data

Privacy and AI Adoption

Top Benefits of Using AI



less time & resources spent on repetitive tasks



virtual alerting & coaching for safer employee habits



upskilling & learning opportunities for employees



incident detection & review (tie)

Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology

53%

communication around tech policies & application

49%

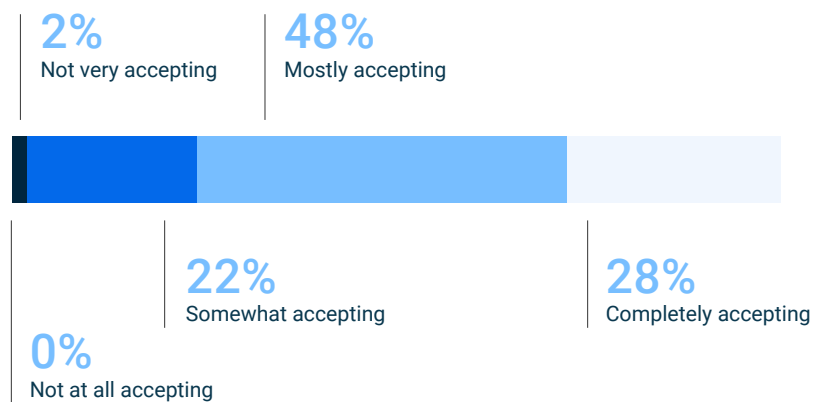
transparency & guidelines on how footage is captured & stored

47%

assurance of driver exoneration with camera footage

Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 53%** communication around tech policies & application
- 49%** transparency & guidelines on how footage is captured & stored
- 47%** assurance of driver exoneration with camera footage

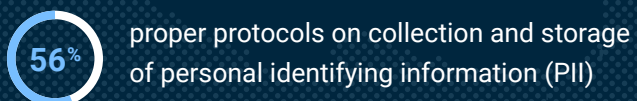
Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 55%** educational content on how video data is captured and uploaded
- 53%** restricting permissions of access to footage
- 48%** proactive leadership communication and support



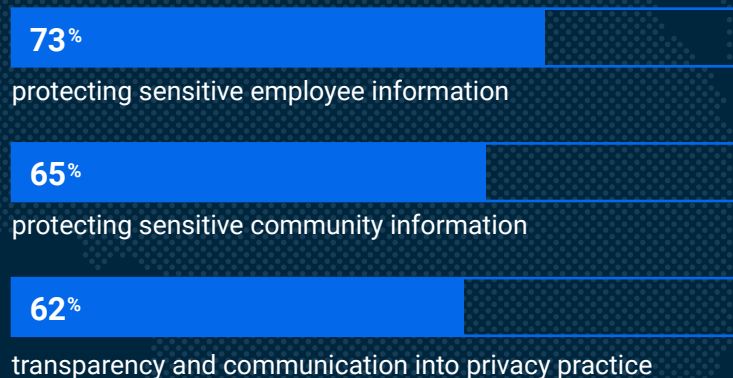
Regional Snapshot: France

TOP PRIVACY CHALLENGE



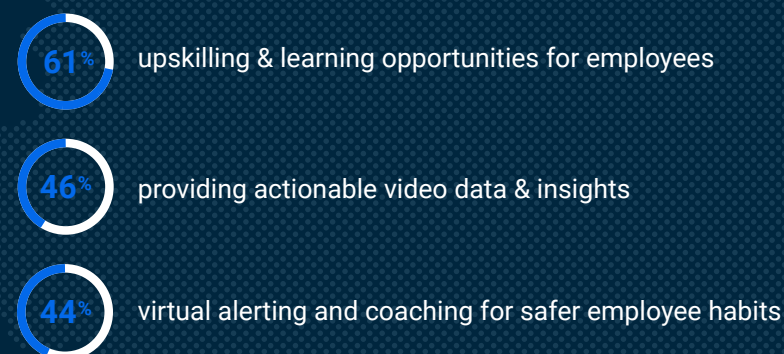
Privacy Considerations and Challenges

Most Relevant Privacy Considerations



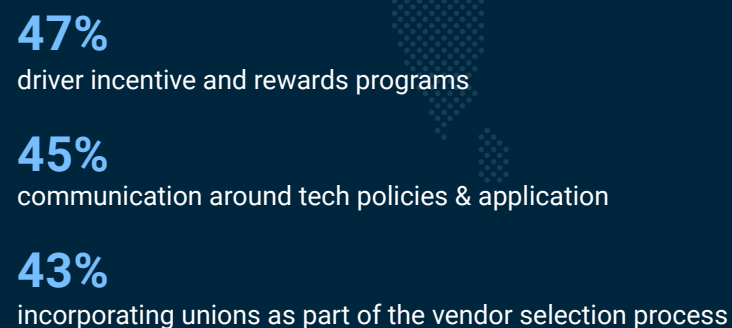
Privacy and AI Adoption

Top Benefits of Using AI



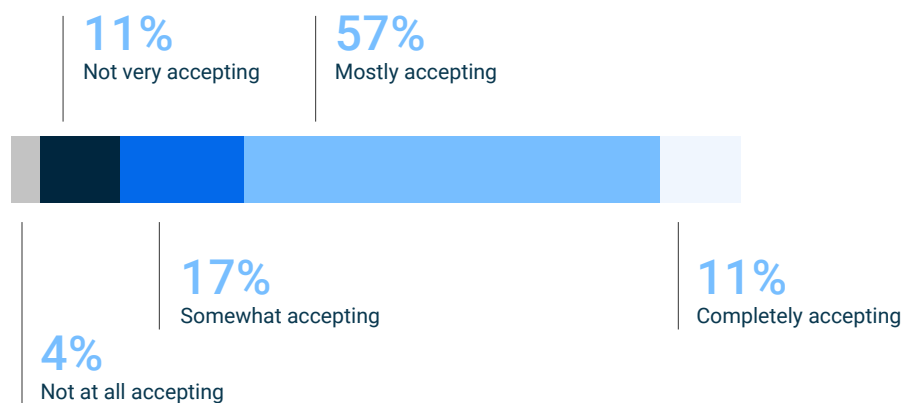
Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology



Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 40% clearly defined safety policies on how footage will be used
- 40% transparency & guidelines on how footage is captured & stored
- 36% driver incentive and rewards programs
- 36% incorporating unions as part of the vendor selection process

Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 61% incorporating drivers into safety policy creation
- 51% educational content on how video data is captured and uploaded
- 44% employee trainings and safety meetings



Regional Snapshot: Germany

TOP PRIVACY CHALLENGE



proper protocols on collection and storage of personal identifying information (PII)

Privacy Considerations and Challenges

Most Relevant Privacy Considerations

68%

protecting sensitive employee information

66%

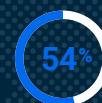
protecting sensitive community information

59%

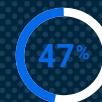
transparency and communication into privacy practice

Privacy and AI Adoption

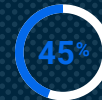
Top Benefits of Using AI



virtual alerting and coaching for safer employee habits



upskilling & learning opportunities for employees



less time and resources spent on repetitive tasks

Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology

43%

incorporating unions as part of the vendor selection process

40%

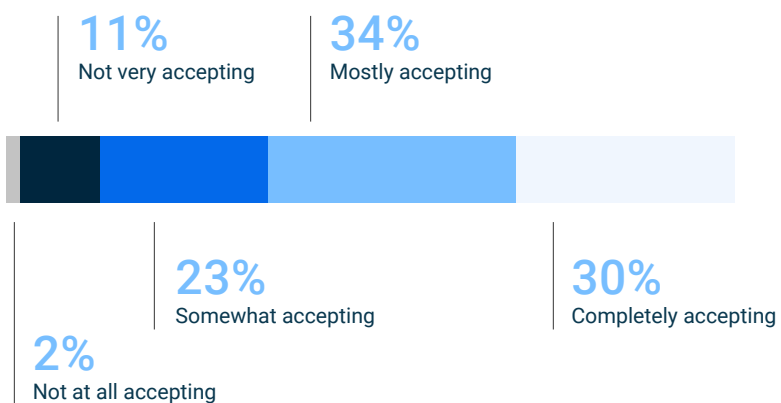
transparency and guidelines on how camera footage will be captured and stored

39%

clearly defined safety policies on how footage will be used

Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 40% clearly defined safety policies on how footage will be used
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Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 61% incorporating drivers into safety policy creation
- 51% educational content on how video data is captured and uploaded
- 44% employee trainings and safety meetings



Regional Snapshot: Mexico

TOP PRIVACY CHALLENGE



proper protocols on collection and storage of personal identifying information (PII)

Privacy Considerations and Challenges

Most Relevant Privacy Considerations

73%

protecting sensitive community information

70%

protecting sensitive employee information

58%

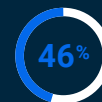
no independent collection or use of facial recognition data

Privacy and AI Adoption

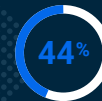
Top Benefits of Using AI



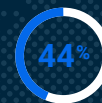
less time and resources spent on repetitive tasks



virtual alerting and coaching for safer employee habits



upskilling and learning opportunities for employees



detection of unsafe employee behavior

Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology

53%

transparency and guidelines on how camera footage will be captured and stored

49%

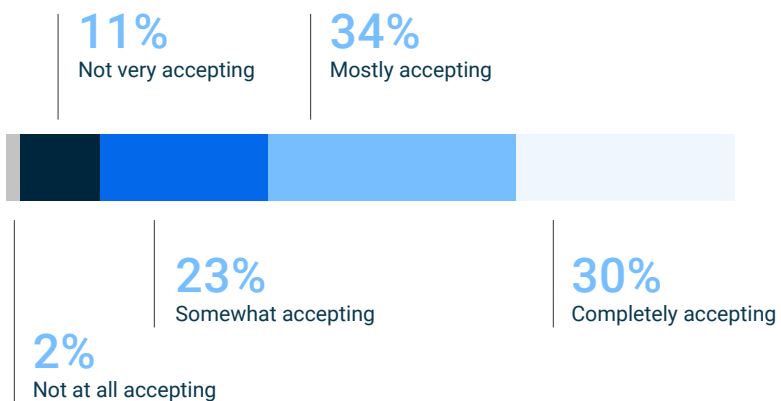
clearly defined safety policies on how footage will be used

47%

communication around technology policies and application

Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 40% clearly defined safety policies on how footage will be used
- 40% transparency & guidelines on how footage is captured & stored
- 36% driver incentive and rewards programs
- 36% incorporating unions as part of the vendor selection process

Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 61% incorporating drivers into safety policy creation
- 51% educational content on how video data is captured and uploaded
- 44% employee trainings and safety meetings



Regional Snapshot: United Kingdom

TOP PRIVACY CHALLENGE



proper protocols on collection and storage of personal identifying information (PII)

Privacy Considerations and Challenges

Most Relevant Privacy Considerations

72%

protecting sensitive community information

69%

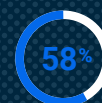
transparency and communication into privacy practices

68%

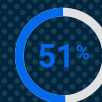
protecting sensitive employee information

Privacy and AI Adoption

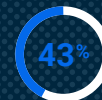
Top Benefits of Using AI



upskilling and learning opportunities for employees



virtual alerting and coaching for safer employee habits



detection of unsafe employee behavior

Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology

49%

communication around technology policies and application

48%

incorporating unions as part of the vendor selection process

43%

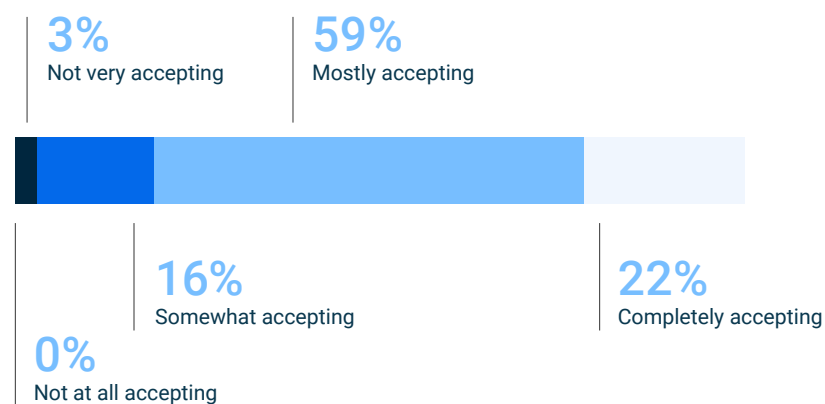
transparency and guidelines on how camera footage will be captured and stored

43%

high data security and protection standards

Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 46% transparency and guidelines on how camera footage will be captured and stored
- 43% driver incentive and rewards programs
- 41% communication around technology policies and application

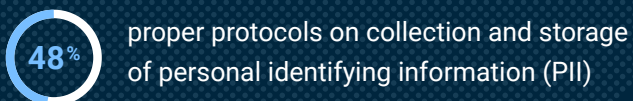
Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 51% educational content on how video data is captured and uploaded
- 50% proactive leadership communication and support
- 49% incorporating drivers into safety policy creation



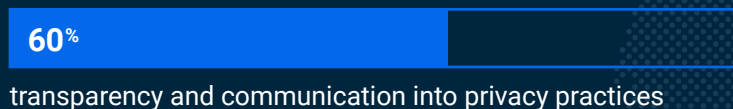
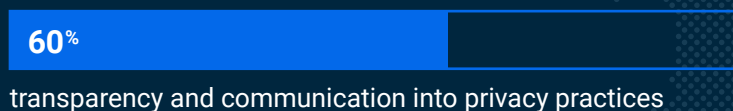
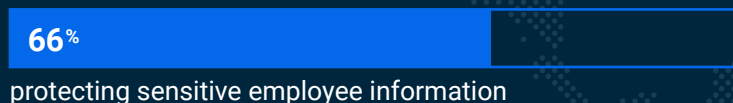
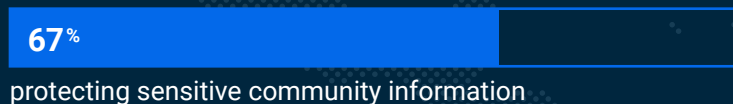
Regional Snapshot: United States

TOP PRIVACY CHALLENGE



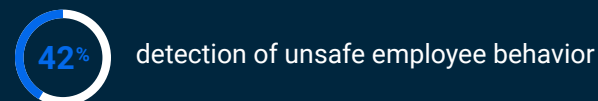
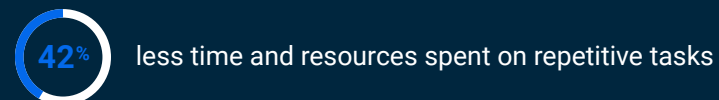
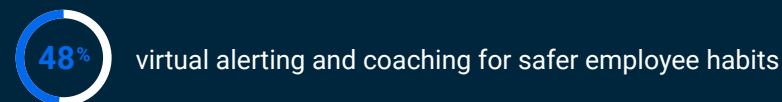
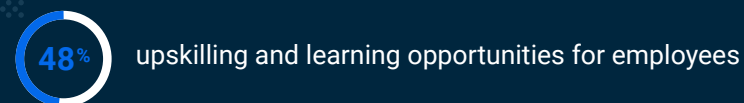
Privacy Considerations and Challenges

Most Relevant Privacy Considerations



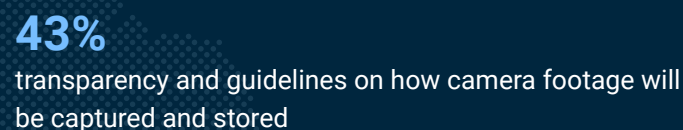
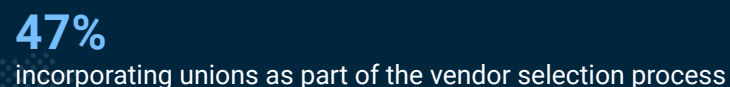
Privacy and AI Adoption

Top Benefits of Using AI



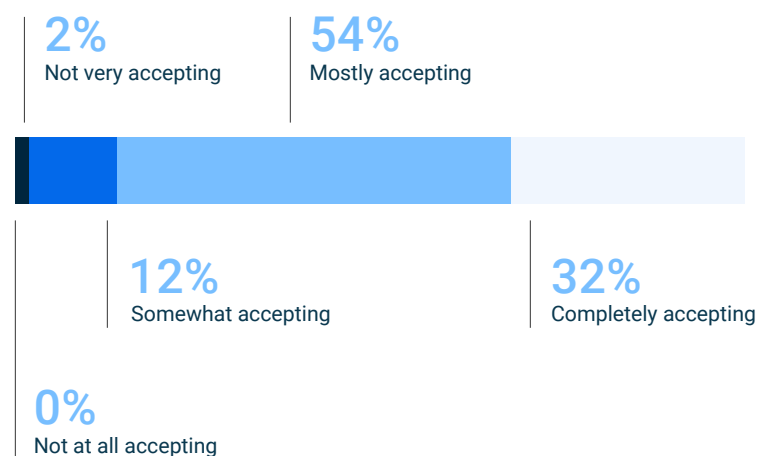
Unions and Privacy Awareness

Factors that Would Help Drive Union Buy-In of In-Cab Technology



Driver Privacy and In-Cab Technology

Driver Acceptance of Dash cams



Top Factors to Increase Driver Buy-In For Inward-Facing Cameras

- 44% transparency and guidelines on how camera footage will be captured and stored
- 39% clearly defined safety policies on how footage will be used
- 34% high data protection standards

Top Factors that Positively Impact Driver Sentiment About In-Cab Video

- 53% proactive leadership communication and support
- 52% incorporating drivers into safety policy creation
- 52% educational content on how video data is captured and uploaded





Methodology

The Samsara data privacy survey was conducted by an independent research firm, Wakefield Research, between April 12th and April 25th, 2023, using an email invitation and an online survey. Responses were recorded from 600 executives at companies with a minimum seniority of Director, working in IT/Technology/Data, Operations, Safety, Security, Logistics, Compliance, Service Operations, at companies of 500+ employees, in the United States, Canada, France, United Kingdom, Mexico, Germany, with additional industry, vehicle fleet size, regulatory requirement, and technology use criteria.

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