TRULEO
RECOGNIZING POLICE PROFESSIONALISM

TRULEO IS COMMITTED TO ETHICAL AI

We partnered with NYU policing project to analyze our product thouroughly and incorporated all of their suggestions for protecting civilian privacy.

This study gives recommendations to any city thinking about body camera analytics, points out problems with the current status quo of handling of BWC data and how TRULEO's solution can help.

Summary: A Civil Liberties Evaluation of TRULEO's AI Analytics Platform

Why Communities Should Require Ethical AI Evaluations

Ethical evaluations of AI technologies are not just a best practice—they are morally and practically imperative. When companies develop AI for sensitive applications like body-worn camera (BWC) analytics, they must consider the profound societal implications of their tools. Failing to evaluate ethical considerations, such as privacy protections and potential biases, can lead to:

- Erosion of Public Trust
- Legal and Financial Risks
- Harm to Vulnerable Populations

TRULEO is the only AI police officer assistant to have conducted an independent ethics & privacy evaluation.

🌐 Truleo.co

The Ethical AI Evaluation

Prominent scholars from Vanderbilt and New York University (NYU) analyzed TRULEO's platform stringently. They compared TRULEO's features to other vendors (such as AXON) and found TRULEO to be highly ethical in its use of AI and protection of civilian privacy.

Here are a few study highlights:

Why TRULEO BWC Analytics?

"BWC footage is woefully underutilized, there is great potential in technologies, like TRULEO, that can rebalance the scales by automating the review of this footage. TRULEO's approach to doing so has been commendable in important ways."

Avoiding Surveillance Use Cases

"For example, the company has designed its platform to mitigate the chance it will stray toward investigative or surveillance uses. And the company has taken steps to protect the privacy of community members who may be captured by BWCs."

"In our view, AI-powered BWC analytic platforms should be designed in a manner that steers the user away from criminal and investigative purposes, and instead focuses the tool on police training, accountability, and transparency—the original purposes of the technology."

Low Risk to Communities

"We see very limited risk that TRULEO's platform will be used for criminal investigations or co-opted in other ways that risk the privacy of members of the public."

TRULEO Redacts PII. Competitors Do NOT:

"TRULEO incorporated privacy-protective measures, such as its focus on analyzing text (not video) and redacting PII by default. (Other vendors do not.)"

TRULEO prevents global keyword search for surveillance. Competitors Do NOT:

"Further, TRULEO no longer allows global search across BWC transcripts. (Again, other vendors do not). Nor does TRULEO output transcripts to administrative logs, disabling any ability for an officer to use admin log searches as an end-run around the global search prohibition."

Read the full study here: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5030758