

BEST PRACTICES FOR DRONE USE //

Drones provide exciting possibilities for a range of consumer, governmental and commercial purposes but also raise privacy concerns. To support the development and deployment of drones, a diverse coalition of organizations worked as part of the NTIA/Department of Commerce Multi-Stakeholder process to agree on a set of best practices. The Future of Privacy Forum prepared this easy to read summary of the best practices to help educate drone operators about the importance of privacy, transparency and accountability. [Read the full document for important details.](#) Please note that the principles are qualified by the understanding that they are to be implemented as “reasonable” and “practical” — in order to allow flexibility for smaller operators, hobbyists or circumstances where compliance would be impractical.

Privacy

1. Provide a privacy policy if you anticipate that you may collect personal information.
2. When persons have a reasonable expectation of privacy, do not intentionally collect personal information unless you have permission or a compelling reason to do so.
3. Avoid persistent and continuous collection of personal information, unless you have permission or a compelling reason to do so.
4. Minimize flying over private property, unless it impedes the purpose for which the drone is used, or you have permission, or legal authority.
5. Delete or de-identify personal information no longer needed for purposes explained in your privacy policy, unless you have permission to keep it longer or special circumstances exist.
6. Establish a process by which persons can request deletion of their personal data or communicate privacy and security concerns.
7. Do not use personal information for employment eligibility, promotion, or retention; credit eligibility; or health care treatment eligibility other than when expressly permitted by and subject to the requirements of a sector-specific regulatory framework or with consent.

8. Do not use or share personal information for any purpose that is not included in your privacy policy.
9. Unless you obtain permission, do not knowingly make personal information public, except if necessary to fulfill the purpose for which the drone is used.
10. Do not use or share personal information for marketing purposes without first gaining permission.

Security

1. Manage security risks to personal information by implementing a program that contains reasonable administrative, technical, and physical safeguards appropriate to the operator’s size and complexity, the nature and scope of its activities, and the sensitivity of the covered data.
- * These best practices do not apply to newsgatherers and news reporting organizations. Newsgatherers and news reporting organizations may use UAS in the same manner as other technology to capture, store, retain and use data or images in public spaces. Such entities should operate under the ethics rules and standards of their organization. ■

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