

DRIVER TRUST · IN-CAB AI CAMERAS

How do your staff feel about in-cab cameras?

Are you considering an in-cab camera solution? **Driver acceptance starts with trust.** When introducing in-cab cameras, drivers need clear answers on privacy, footage access, AI-based monitoring and how video will be used before the system goes live.

Cameras can raise different concerns than GPS tracking. While GPS helps businesses understand where vehicles are and how they are being used, cameras can feel more personal, especially when they include a driver-facing view.

Drivers may have questions about privacy, access to footage, AI-based monitoring, and whether video

could be taken out of context. These are fair concerns, and they need clear answers from the start.

When drivers understand how VisionAI is used to support safety, provide context, and help protect them in the event of an incident or claim, the conversation can shift from monitoring to protection.

THE SHIFT

Introduce VisionAI as a safety and protection tool, not a surveillance tool.



SAFETY · GAINING ACCEPTANCE

Checklist:

- ✓ Set clear expectations around footage use
- ✓ Involve drivers in shaping the coaching rules
- ✓ Position cameras as driver protection, not surveillance
- ✓ Consult drivers, safety reps and union delegates early
- ✓ Address driver-facing cameras and AI openly
- ✓ Share real examples of driver protection
- ✓ Define footage access, privacy, and retention

How to build driver acceptance

From years of experience supporting fleet technology rollouts, these are some of the key ideas to build driver acceptance:



1 Set clear expectations around footage use



Explain why VisionAI is being introduced and how footage will be used. Drivers should know that footage review focuses on flagged safety events, not continuous monitoring. Give clear written answers on storage, access, and sharing before rollout to reduce anxiety and build trust.

2 Position cameras as driver protection, not surveillance



In-cab and road-facing footage can show the context around an event, not only driver behaviour. It can help resolve false complaints, insurance queries, and disputes where the facts are unclear. Drivers should also know how to request and view footage involving them, in line with company policy.

3 Address driver-facing cameras and AI openly



Address the driver-facing camera directly. Explain what the Driver Monitoring System is designed to detect, such as fatigue, distraction and mobile phone use, and why this matters for safety. AI alerts should support review, coaching and early intervention, not replace context, human judgement or fair process.

4 Define footage access, privacy, and retention



Give drivers a straight answer on who can access footage and location data. Explain that access is controlled through authorised user permissions and that footage is not publicly accessible. Under normal operations, footage should only be viewed by authorised fleet managers within the organisation, with support access limited to agreed technical or escalation needs.

5 Involve drivers in shaping the coaching rules



Build the coaching approach with driver input. Agree on what gets flagged, who reviews footage, how safety scores are used, and what happens after an event. Make it clear that the goal is coaching and safety, and that drivers can view and respond to footage if it is used in a formal process.

6 Consult drivers, safety reps, and union delegates early



If drivers are represented by union delegates or safety reps, involve them before rollout. Agree a camera-use policy that covers monitored behaviours, footage access, data retention and grievance processes. Input from the workforce makes the rollout more transparent and easier to accept.

7 Share real examples of driver protection



Use real examples to make the benefit clear. Show how footage can help dismiss a false complaint, resolve a claim, confirm the cause of an incident, or identify a risk before someone is hurt. This helps shift the message from "being watched" to "being protected".

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