

As we develop and assess privacy principles and best practices for UAS/Drones, it will be helpful to have several Use Cases at-hand. Some Use Cases describe extreme but plausible scenarios that we can think of as *Stress Tests*. Several examples are shown below:

Images recorded while navigating to deliver a parcel to a requesting customer

A commercial operator is delivering a parcel via drone, upon the request of a customer. All drone video footage is retained by the operator in order to document successful delivery and to note obstacles to guide subsequent deliveries. The drone operator sees obstructions (trees and utility wires) as the drone descends to land on customer's property. To avoid the obstacles, the operator steers the drone above an adjacent property. In the course of navigating over the adjacent property, the drone camera inadvertently records images of a young lady sunbathing within a fenced pool area. The operator makes no attempt to identify the individual and does not disclose the images to any 3rd party.

Images recorded incidental to permitted commercial activity

A commercial operator has been hired by a real estate agent to capture aerial images of a residential property, at the request of the current owner. To get an expanded view of the owner's property, the drone operator steers the drone above an adjacent property. In the course of navigating over the adjacent property, the drone camera records images of an individual sunbathing within a fenced pool area. The operator makes no attempt to identify the individual and discloses the images only to the real estate agent, who decides which images to publish in the real estate listing.

Images recorded and disclosed in the process of reporting news

A media business uses drones for newsgathering, partly because it is less expensive than helicopters. One drone covers traffic on local roads, but is often also deployed to cover breaking news around town. In this capacity, the drone collects video of people walking on public sidewalks, not all of whom are aware of the drone's presence. This video feed is put online. So when rioting erupts at city hall, the drone collects images of faces of protesters, some of whom are seen on camera engaging in acts of violence.

What about a drone hobbyist who does not have media credentials?

Images recorded while providing security for a facility

A commercial shopping mall uses drones to monitor its outdoor parking areas and loading docks. One drone incidentally captures images of individuals engaged in lawful, but embarrassing activities in the back of their pickup truck. Security personnel view the images as part of their real-time monitoring. All footage is retained for several months in case it is needed to investigate incidents, often at the request of law enforcement. Images are never publicly disclosed.

Images recorded and published as part of Research

A researcher at an urban planning institute uses a drone to capture images of all backyards in selected city neighborhoods. The images are analyzed and then published online, as part of a research paper on evolving uses of urban backyard spaces. The researcher blurs out recognizable faces in the images, but the images display potentially illegal or embarrassing uses such as marijuana plants, junked cars, and backyard dwellings that violate local zoning rules. Viewers of the images can conceivably identify the address and owner of the homes in the images by comparing with online maps that include satellite photos.