**Privacy best practices for the operation of Unmanned Aerial Vehicles**

**Section 1: Applicability**

These best practices are intended to apply to all uses of UAVs including both commercial and non-commercial purposes.

**Section 2: Definitions**

Operator: for purposes of these best practices, “operator” shall mean the person or entity controlling a UAV.

UAV or Unmanned Aerial Vehicle: for purposes of these best practices, “UAV or Unmanned Aerial Vehicle” means an aircraft that is operated without the possibility of direct human intervention from within or on the aircraft.

**Section 3: Best Practices of UAV Operations**

(a) An operator should not knowingly and intentionally use a UAV to videotape, film, photograph, record, or view by electronic means a person where the person being videotaped, filmed, photographed, recorded, or viewed by electronic means has a reasonable expectation of privacy:

(1) Without the consent of the person being videotaped, filmed, photographed, recorded, or viewed by electronic means; or

(2) Except to the extent that the person being videotaped, filmed, photographed, recorded, or viewed by electronic means is reasonably unidentifiable.

(b) An operator should not use a UAV to violate existing law.

(c) An operator of a UAV should strive to comply with these best practices.

**Section 4: Transparency**

(a) A commercial operator should:

(1) Have an online privacy policy describing the purposes for which data is collected, the type of data collected, and a point of contact for individual complaints; and

(2) Make a reasonable effort to avoid intentionally using or sharing data collected by a UAV for any purpose that is not specified in their privacy policy.

(3) This provision is not intended to apply to de minimis or occasional commercial uses of a UAV.

(b) Proper identification and signage for UAVs are safety issues that should be addressed by the aviation authorities. These best practices, however, acknowledge the potential privacy and transparency benefits of being able to properly identify a UAV operator and thus acknowledge that operators and aviation authorities should consider such benefits when implementing an aviation and technical identification program for UAVs.

**Section 5: Data Security**

(a) When an operator anticipates the collection of personal information of another, an operator should take reasonable steps to store that information in a secure manner.

**Section 6: Protecting First Amendment and Safety**

(a) Nothing in these best practices should be construed to impede the use of UAVs for purposes of news or public information services.

(b) Nothing in these best practices should be construed to impede the use of UAVs for purposes of safety and rescue responses.

(c) These best practices are not intended to supersede the authority of the Federal Aviation Administration.

(d) These best practices should not take precedent over the safe operation of a UAV.