



## INFORMATION RELEASE

**Contact:**  
**Danny Straessle**

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**\*\*\* MEDIA ADVISORY \*\*\***

### **IDrive Arkansas Traffic Camera Feature Terms of Use Promulgated by Arkansas Department of Transportation**

**LITTLE ROCK, Ark. (8-28)** – In preparation for the much-anticipated rollout of a new Traffic Camera feature on its highly popular traveler information site IDrive Arkansas, the Arkansas Department of Transportation has published Terms of Use that govern use of and interaction with the new feature, according to agency officials.

The Terms of Use document (see attached) also outlines the level of service end-users can expect when using the new Traffic Camera feature. An amendment to the IDrive Arkansas Acceptable Use policy has been made to include the new terms and can be found by clicking the link titled “Acceptable Use” located on the footer of the site. A direct link to the new Terms of Use is also included on the interface for every individual traffic camera.

In development of the new Traffic Camera feature on IDrive Arkansas, the Department has made media access and implementation extremely easy with few, but very firm terms of use. Questions, suggestions and clarifications should be directed to the ArDOT Public Information Office.

Rollout of the Traffic Camera feature is imminent and likely before Friday, September 1, which is just in time for the annual increase in traffic during the Labor Day weekend.



## IDrive Arkansas Traffic Camera Feature Terms of Use

The Arkansas Department of Transportation (ArDOT) maintains a network of cameras located at various points along the State Highway right-of-way for the purpose of traffic observation and management. The camera network is an integral part of the Department's greater Intelligent Transportation System (ITS) and functions in concert with the Dynamic Message Board network and the Highway Advisory Radio network to provide real-time information, enabling the motoring public to make informed decisions when navigating the Arkansas State Highway System.

Although the primary use of the camera network is for purposes of the ArDOT ITS, a secondary use is realized by making the camera images available to the motoring public exclusively through a Traffic Camera feature on the Department's traveler information site IDrive Arkansas.

This document outlines the level of service end-users can expect when using the Traffic Camera feature. It also specifies terms that govern use of and interaction with the Traffic Camera feature. ***By accessing the Traffic Camera feature on IDrive Arkansas, the end-user agrees to all Terms of Use described herein.***

### Disclaimer

All camera images provided through the Traffic Camera feature on IDrive Arkansas are the property of and copyrighted by each camera owner. All rights are reserved. The Department assumes no liability in the latency of the public Internet delivering these images and end-users should not solely rely on camera images in making informed decisions about navigating the State Highway System.

**ArDOT does not record or store camera images.**

### Non-ArDOT Camera Feeds

The Arkansas Department of Transportation has partnered with adjacent states; municipalities throughout Arkansas; and commercial television stations in various Arkansas markets to incorporate cameras with a view of the State Highway System into the Traffic Camera feature on IDrive Arkansas.

These camera images are provided on an as-is basis and the Department makes no guarantee regarding their availability, positioning and clarity.

## Web Site Use

Embedding live camera images or the IDrive Arkansas site in another web site or application (app) **is prohibited**. End-users may not directly or indirectly link to any camera from another web site or app. End-users are prohibited from building a web page or app that contains links to any camera and marketing that page or app as a traffic camera feature.

Screen captures of camera images that are displayed on a web site, app or transmitted in social media applications are required to include the logo of the camera owner. These logos are fixed in the upper-right corner of the camera image. End-users may not remove, cover or relocate camera image logos. **Use of camera images without displaying the logo of the camera owner is a violation of copyright and will be enforced.**

End-users may display the IDrive Arkansas logo on a web site and embed the following link: [www.idrivearkansas.com](http://www.idrivearkansas.com). This may be marketed on the site as "Traveler Information." IDrive Arkansas must open in a separate browser window and may not be contained in the end-user's web site using frames. Please contact the ArDOT Public Information Office to obtain an IDrive Arkansas logo or for assistance in developing a custom solution.

## Broadcast / Streaming Media Use

Display of any camera image from IDrive Arkansas over broadcast / streaming media is allowed, however **advertising or sponsorships in association with the display of these images are strictly prohibited and will be enforced.**

Broadcast / streaming media that provide sponsored traffic reports as part of a newscast or other similar program are prohibited from displaying ANY camera image on IDrive Arkansas with any form of advertising or sponsorship on the screen at the same time. Sponsored openings / transitions to a traffic segment are permitted. Sponsored tickers / lower thirds are permitted. No verbal reference is to be made that any advertiser or sponsor is making camera images on IDrive Arkansas available to the viewing audience.

**Broadcast / streaming media are to make verbal reference to the LIVE traffic cameras on IDrive Arkansas when using the feature during a live broadcast or stream.**

The Arkansas Department of Transportation has partnered with commercial television stations in various markets throughout the state to incorporate select cameras with a view of the State Highway System into the Traffic Camera feature on IDrive Arkansas. The images these cameras produce are owned by the commercial television station parent company and protected under copyright. All rights are reserved.

**Broadcast / streaming media may not use the camera images of a commercial television station without permission and an agreement with the camera owner. This will be enforced.**

**Use of a camera image owned by a commercial television station must include the station's logo in the upper right corner and may not be displayed with advertising. This will be enforced.**

**Level of Service Provided by ArDOT**

The Department reserves the right to add / remove / relocate any camera within the IDrive Arkansas Traffic Camera feature without prior notice to end-users.

The availability of images is subject to connectivity and on occasion images will not be available for public viewing and when this occurs, the IDrive Arkansas Traffic Camera feature will display a message indicating the image is temporarily unavailable.

In serving the primary purposes of the ArDOT ITS, each camera is set to view one of the four cardinal directions. This “default view” is depicted on the IDrive Arkansas Traffic Camera feature as N, S, E or W. Some camera locations have more than one view and end-users may select between multiple views by clicking on the appropriate letter. The Department reserves the right to change the default view of cameras without prior notice to end-users.

When necessary, the ArDOT Traffic Management Center (TMC) will assume control of any camera and make use of pan-tilt-zoom (PTZ) features in an effort to ascertain situational awareness on a State Highway. At no time will the Department entertain requests to reposition a camera for events including accidents, weather, etc. The Department reserves the right to terminate a camera feed at any time for any reason.

A time / date stamp is not provided on the IDrive Arkansas Traffic Camera feature. All camera images are live and transmitted in real-time. Delays are subject to the reliability and speed of the Internet where the camera is located and where the end-user is accessing the Traffic Camera feature.