



**MEDIA AGGREGATION SERVICES:
IMPACT AND USE POLICY**

UPDATED: FEBRUARY 4, 2026

SUMMARY OF CHANGES BETWEEN DRAFT & FINAL POLICY

Update	Description of Update
Removed statement that media aggregation services do not use artificial intelligence and machine learning.	Public comments highlighted a lack of industry-standard definitions for artificial intelligence and machine learning.
Expanded upon media aggregation services capabilities language.	Added language regarding how NYPD social media aggregation services compliment other NYPD technologies.
Expanded upon media aggregation services rules of use.	Added language clarifying media aggregation services rules of use.
Expanded upon media aggregation services safeguards and security measures.	Added language regarding information security. Added language to reflect the removal of access to media aggregation services when job duties no longer require access.
Expanded upon media aggregation data retention.	Added language to reflect the NYPD's obligations under Federal, State and local record retention laws
Expanded upon media aggregation services external entities section.	Added language to reflect the NYPD obligations under the local privacy laws.
Minor grammar changes.	Minor syntax edits were made.

MEDIA AGGREGATION SERVICES REVISION

Date of Revision	Description of Revision
February 4, 2026	This impact and use policy was revised to comply with the recently passed amendment to the POST Act, Local Law 56 of 2025.

ABSTRACT

The New York City Police Department (NYPD) uses the internet to obtain information relevant to its operations. However, the sheer size and scope of the internet makes it impractical for NYPD personnel to search for relevant information manually. To enhance prompt response to matters of public safety, the NYPD uses media aggregation services to automate the process of locating public information on the internet relevant to NYPD operations and alerting NYPD personnel to its existence.

The NYPD produced this impact and use policy because media aggregation services are capable of collecting, retaining, or sharing video images, photographs, location data, and other publicly available information on the internet with NYPD personnel.

CAPABILITIES OF THE TECHNOLOGY

The NYPD utilizes media aggregation services from Datamnr. Media aggregation services utilize proprietary technology to search across thousands of public sources of information on the internet and alert NYPD personnel to its existence. Media aggregation services may alert NYPD personnel of the information by email and/or a notification to NYPD smartphones.¹ In addition to the substance of the alert, alerts may include a link to the direct public source of the information on the internet, the time the information was posted on the internet, and note the source (e.g., social media user on a specified platform and news media) and geographic location relevant to the information.

The method and frequency of notifications are customizable based on the preferences of individual users, as are the alerted topics and relevant geographic locations. Media aggregation services may also provide updates related to alerts based on user preferences.

For example, on December 31st, over one million people traditionally gather in Times Square to celebrate the new year. Media aggregation services provide NYPD personnel with the capability of setting customized alerts related to this specific event using keywords (e.g., attack, shoot, bomb, explosive, etc.) that are relevant to public safety.

The reach of media aggregation services is limited to information that is publicly available on the internet. Media aggregation services cannot notify NYPD personnel of the contents of text messages, private or direct messages on social media platforms, or any posts on social media made by a private account.

Media aggregation services do not use any biometric measurement technologies. NYPD media aggregation services do not use facial recognition technologies and cannot conduct facial recognition analysis. However, a still image connected to an alert may be used as a probe image for facial recognition analysis.²

¹ For additional information on NYPD smartphones, please refer to the Portable Electronic Devices (PEDs) impact and use policy.

² For additional information on facial recognition, please refer to the facial recognition impact and use policy.

RULES, PROCESSES & GUIDELINES RELATING TO USE OF THE TECHNOLOGY

NYPD media aggregation services must be used in a manner consistent with the requirements and protection of the Constitution of the United States, the New York State Constitution, and applicable statutory authorities.

Media aggregation services provide NYPD personnel with alerts regarding publicly available information on the internet that is relevant to their assignments. NYPD media aggregation services may only be used by NYPD personnel for legitimate law enforcement purposes, in any situation the supervisory personnel responsible for oversight deems appropriate. The underlying facts are considered on a case-by-case basis prior to the utilization of the technology, including the legitimate law enforcement purpose to utilize the technology in a given circumstance.

Court Authorization: Court authorization is not necessary in order for the NYPD to use media aggregation services. The reach of the technology is limited to information that is publicly available on the internet.

Additional Guidelines: If an NYPD investigation involving political activity requires the use of media aggregation services, the Intelligence Division will use it in compliance with Department policies. The Intelligence Division is the sole entity in the NYPD that may conduct investigations involving political activity pursuant to the Revised *Handschu* Guidelines.

As with all NYPD operations, no person will be the subject of police action because of actual or perceived race, color, religion or creed, age, national origin, alienage, citizenship status, gender (including gender identity), sexual orientation, disability, marital status, partnership status, military status, or political affiliation or beliefs.

The misuse of media aggregation services will subject employees to administrative and potentially criminal penalties.

Addendum Obligation: In accordance with the Public Oversight of Surveillance Technology Act, an addendum to this impact and use policy will be prepared as necessary to describe any additional uses of media aggregation services.

SAFEGUARD & SECURITY MEASURES AGAINST UNAUTHORIZED ACCESS

Data Safeguards & Security Measures: Access to media aggregation services is critically limited to NYPD personnel with an articulable need to use the technology in furtherance of a lawful duty. Access to NYPD media aggregation services is determined by an officer's assignment and is rescinded when that officer's assignment no longer requires its use.

Authorized users are authenticated by username and password. Account credentials for media aggregation services must be securely maintained and stored at all times.

Information obtained from media aggregation services relevant to an investigation is stored within an appropriate NYPD computer or case management system. Only authorized users have access to this information. NYPD personnel utilizing computer and case management systems are authenticated by username and password. Access to case management and computer systems is

limited to personnel who have an articulable need to access the system in furtherance of lawful duty. Access rights within NYPD case management and computer systems are further limited based on lawful duty. Authorized users can only access data and perform tasks allocated to them by the system administrator according to their role.

The NYPD has a multifaceted approach to secure data and user accessibility within NYPD systems. The NYPD maintains an enterprise architecture (EA) program, which includes an architecture review process to determine system and security requirements on a case-by-case basis. System security is one of many pillars incorporated into the EA process. Additionally, all NYPD computer systems are managed by a user permission hierarchy based on rank and role via Active Directory (AD) authentication. Passwords are never stored locally; user authentication is stored within the AD. The AD is managed by a Lightweight Directory Access Protocol (LDAP) to restrict/allow port access. Accessing NYPD computer systems remotely requires dual factor authentication. All data within NYPD computer systems is encrypted both in transit and at rest via Secure Socket Layer (SSL)/Transport Layer Security (TLS) certifications which follow industry best practices.

NYPD personnel must abide by security terms and conditions associated with computer and case management systems of the NYPD, including those governing user passwords and logon procedures. NYPD personnel must maintain confidentiality of information accessed, created, received, disclosed or otherwise maintained during the course of duty and may only disclose information to others, including other members of the NYPD, only as required in the execution of lawful duty.

NYPD personnel are responsible for preventing third parties from unauthorized access to information. Failure to adhere to confidentiality policies may subject NYPD personnel to disciplinary and/or criminal action. NYPD personnel must confirm the identity and affiliation of individuals requesting information from the NYPD and determine that the release of information is lawful prior to disclosure.

Unauthorized access of any system will subject employees to administrative and potentially criminal penalties.

POLICIES & PROCEDURES RELATING TO RETENTION, ACCESS & USE OF THE DATA

Information obtained from media aggregation services may only be used for legitimate law enforcement purposes or other official business of the NYPD, including in furtherance of criminal investigations, civil litigation, and disciplinary proceedings. The information relevant to an investigation is stored within an appropriate NYPD computer or case management system. NYPD personnel utilizing computer and case management systems are authenticated by username and password. Access to computer and case management is limited to personnel who have an articulable need to access the system in furtherance of lawful duty. Access rights within NYPD computer and case management systems are further limited based on lawful duty.

The NYPD retains and disposes of records pursuant to New York City Charter § 1133(f), (g) and (h). Pursuant to these provisions, the NYPD developed a retention schedule that was approved by

the New York City Law Department and Department of Records and Information Services. This retention schedule governs the retention and disposition of NYPD records, and the NYPD retains and disposes of records pursuant to this schedule. The retention period of a “case investigation record” depends on its classification and is based on the final disposition of the case, i.e., what the arrestee is convicted of or pleads to. Further, case investigations are not considered closed unless they result in: prosecution and appeals are exhausted, a settlement, no arrest, or when restitution is no longer sought.

The misuse of any information will subject employees to administrative and potentially criminal penalties.

POLICIES & PROCEDURES RELATING TO PUBLIC ACCESS OR USE OF THE DATA

Members of the public may request information obtained from the NYPD’s use of media aggregation services pursuant to the New York State Freedom of Information Law. The NYPD will review and evaluate such requests in accordance with applicable provisions of the law.

EXTERNAL ENTITIES

Because media aggregation services provide alerts regarding information publicly on the internet, all information that generates an alert is available to external entities, including local, state, and federal governmental entities and private entities.

However, if a media aggregation service alert contains information relevant to a criminal case, the NYPD will turn the information over to the prosecutor with jurisdiction over the matter. Prosecutors will provide the information to the defendant(s) in accordance with criminal discovery laws.

Other law enforcement agencies may request information contained in NYPD computer or case management systems in accordance with applicable laws, regulations, and New York City and NYPD policies. Additionally, the NYPD may provide information to partnering law enforcement and city agencies pursuant to on-going criminal investigations, civil litigation, and disciplinary proceedings. Information is not shared in furtherance of immigration enforcement.

Following the laws of the State and City of New York, as well as NYPD policy, information may be provided to community leaders, civic organizations and the news media in order to further an investigation, create awareness of an unusual incident, or address a community concern.

Pursuant to NYPD policy and local law, NYPD personnel may disclose identifying information externally only if:

1. Such disclosure has been authorized in writing by the individual to whom such information pertains to, or if such individual is a minor or is otherwise not legally competent, by such individual’s parent or legal guardian and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;
2. Such disclosure is required by law and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;

3. Such disclosure furthers the purpose or mission of the NYPD and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;
4. Such disclosure has been pre-approved as in the best interests of the City by the City Chief Privacy Officer;
5. Such disclosure has been designated as routine by the Agency Privacy Officer assigned to the Legal Bureau;
6. Such disclosure is in connection with an investigation of a crime that has been committed or credible information about an attempted or impending crime;
7. Such disclosure is in connection with an open investigation by a City agency concerning the welfare of a minor or an individual who is otherwise not legally competent.

Vendors & Contractors: The NYPD purchases media aggregation services and associated equipment or software from approved vendors. The NYPD emphasizes the importance of and engages with vendors and contractors to maintain the confidentiality, availability, and integrity of NYPD technology systems.

Vendors and contractors may have access to NYPD media aggregation services associated software or data in the performance of contractual duties to the NYPD. Such duties are typically technical or proprietary in nature (e.g., maintenance or failure mitigation). In providing vendors and contractors access to equipment and computer systems, the NYPD follows the principle of least privilege. Vendors and contractors are only allowed access on a “need to know basis” to fulfill contractual obligations and/or agreements.

Vendors and contractors providing equipment and services to the NYPD undergo vendor responsibility determination and integrity reviews. Vendors and contractors providing sensitive equipment and services to the NYPD also undergo background checks.

Vendors and contractors are legally obligated by contracts and/or agreements to maintain the confidentiality of NYPD data and information. Vendors and contractors are subject to criminal and civil penalties for unauthorized use or disclosure of NYPD data or information.

If information obtained using NYPD media aggregation services is disclosed in a manner violating the local Identifying Information Law, the NYPD Agency Privacy Officer, upon becoming aware, must report the disclosure to the NYC Chief Privacy Officer within 24 hours. The NYPD must make reasonable efforts to notify individuals affected by the disclosure in writing when there is potential risk of harm to the individual, when the NYPD determines in consultation with the NYC Chief Privacy Officer and the Law Department that notification should occur, or when legally required to do so by law or regulation. In accordance with the Identifying Information Law, the NYC Chief Privacy Officer submits a quarterly report containing an anonymized compilation or summary of such disclosures by City agencies, including those reported by the NYPD, to the Speaker of the Council and makes the report publicly available online.

TRAINING

NYPD personnel utilizing media aggregation services receive command-level training on the proper operation of the technology and associated equipment. NYPD personnel must use media aggregation services in compliance with NYPD policies and training.

INTERNAL AUDIT & OVERSIGHT MECHANISMS

The use of media aggregation services, including the reasons for its use, must be discussed with a supervisor. Supervisors of personnel utilizing media aggregation services are responsible for security and proper utilization of the technology and associated equipment. Supervisors are directed to inspect all areas containing NYPD computer systems at least once each tour and ensure that all systems are being used within NYPD guidelines.

All NYPD personnel are advised that NYPD computer systems and equipment are intended for the purposes of conducting official business. The misuse of any system or equipment will subject employees to administrative and potentially criminal penalties. Allegations of misuse are internally investigated at the command level or by the Internal Affairs Bureau (IAB).

Integrity Control Officers (ICOs) within each Command are responsible for maintaining the security and integrity of all recorded media in the possession of the NYPD. ICOs must ensure all authorized users of NYPD computer systems in their command understand and comply with computer security guidelines, frequently observe all areas with computer equipment, and ensure security guidelines are complied with, as well as investigating any circumstances or conditions which may indicate abuse of the computer systems.

Requests for focused audits of computer activity from IAB, Commanding Officers, ICOs, Investigations Units, and others, may be made to the Information Technology Bureau.

HEALTH & SAFETY REPORTING

There are no known tests or reports regarding the health and safety effects of media aggregation services. Additionally, after a search for relevant information, no physical safety hazards identifiable by manufacturer warnings or published academic research regarding physical safety hazards have been identified pertaining to the use of media aggregation services.

DISPARATE IMPACTS OF THE TECHNOLOGY & IMPACT & USE POLICY

The NYPD has implemented significant safeguards to ensure that media aggregation services are used effectively and responsibly. The NYPD does not believe that this technology is being used in a manner that disparately impacts any protected groups as defined in the New York City Human Rights Law.

The safeguards and audit protocols built into this impact and use policy for media aggregation services mitigate the risk of partial and biased law enforcement. Media aggregation services automate searching for publicly available information on the internet that is relevant to NYPD operations. Media aggregation services do not use any biometric measurement technologies. Based on these safeguards, any theoretical risks of media aggregation services are effectively mitigated and do not result in disparate impacts.

The NYPD is committed to the impartial enforcement of the law and to the protection of constitutional rights. The NYPD prohibits the use of racial and bias-based profiling in law enforcement actions, which must be based on standards required by the Fourth and Fourteenth Amendments of the U.S. Constitution, Sections 11 and 12 of Article I of the New York State

Constitution, Section 14-151 of the New York City Administrative Code, and other applicable laws.

Race, color, ethnicity, or national origin may not be used as a motivating factor for initiating police enforcement action. Should an officer initiate enforcement action against a person, motivated even in part by a person's actual or perceived race, color, ethnicity, or national origin, that enforcement action violates NYPD policy unless the officer's decision is based on a specific and reliable suspect description that includes not only race, age, and gender, but other identifying characteristics or information.