

# STEPHANIE SPARKS RAISES DATA PRIVACY CONCERNS ON WESTFIELD'S CONTROLLED PARKING PLAN



*Photo from the Silicon Valley Voice*

When Westfield Valley Fair revealed a new "controlled parking plan" in early 2022, it received widespread criticism. Mall visitors and employees now have to pay a fee if they park their vehicles for

more than two hours. Westfield also implemented a new system that includes scanning all license plates that enter and exit the paid parking facilities, tracking those plates throughout the garages, and printing the license plate numbers on parking stubs. To find out the purposes for scanning plates, consumers will have to get online to read Westfield Valley Fair's one-page **ALPR Usage and Privacy Policy**, presumably after the scanning has occurred and they park safely to do so.

Stephanie Sparks, Hoge Fenton's Chair of Privacy & Data Security and Intellectual Property commented on privacy and data security in an interview with Erika Towne of The Silicon Valley Voice.

Click **here** to read the full article, *"Westfield's Parking Plan Leads To Data Privacy Questions,"* posted on March 14, 2022.

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- Stephanie O. Sparks