

“Location Analytics Technology”

Geo Fencing - Massive Smartphone Data Collection In Progress

A.I. Tracking And Tracing - Anyone, Anywhere, Anytime.

Big Brother Bureaucrats In Burnet County Need Your Information !!!

- How Much Money Do You Make ?
- Where Do You Live ?
- How Old Are You ?
- Are You Married ? Do You Have Any Children ?
- **Why** Were You In Burnet County And **What** Did You Do In Burnet Co ?
- **Where** Were You In Burnet County ?
- **How** Long Were You In Burnet County ?

Demographics is the term used to describe the information gathered without your knowledge or consent. Tourism and Marketing is the guise for Burnet County to use high tech artificial intelligence SPYWARE on unsuspecting citizens smart phones that visit or live in Burnet County.

Placer, a.i. is the name of the company that the Burnet County Commissioners Court engaged and signed contracts with in 2024 and 2025. **\$48,175 dollars** is a hefty price tag for two years of access into **Placer a.i. SPYWARE** technology.

The elected civil servants of Burnet County, namely the County Judge and Commissioners have decided that they have the unlawful authority to collect data from the public in spite of your inalienable rights to privacy. ***The 4th Amendment to the Constitution in the Bill Of Rights*** specifically states the following, *“The right of the people to be secure in their persons, houses, papers, and effects against unreasonable searches and seizures shall not be violated, and no warrants shall issue, but upon probable cause, supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.”*

I object to the Burnet County Commissioners Court decision to pay for and use this invasive technology.

I demand that the Commissioners Court issue a public statement that Burnet County will immediately cease all use of and discontinue any further use of all Smartphone Data Collection, Geo Fencing and Location Analytics Technology for tourism and marketing planning.

I further demand that the Burnet County Judge and Commissioners abide by their oaths to obey the U.S. Constitution and Texas Constitution and adhere to those same documents.

Regarding the 2025 Bluebonnet Festival, the April 23rd Burnet Bulletin reported the following,

The Bluebonnet Festival drew significant attendance over the four-day period. ***Foot traffic patterns, visitor demographics, and behavioral insights were tracked through location analytics technology to provide actionable data for planning and marketing.*** Key findings include:

Foot Traffic Insights- The festival area saw a large spike in visitation across all four days, with peak foot traffic occurring on Saturday, April 12. ***Visitor dwell time and visit frequency*** both increased from prior years.

Visitor Origins- ***A large percentage of attendees came from outside Burnet, with a notable portion traveling from the Austin metro area and surrounding Hill Country cities.***

Demographics- ***Visitors skewed toward families and middle-income households, with the majority aged between 25 and 54.*** The mix aligns with the festival's family-friendly atmosphere and supports targeting similar audiences in future marketing efforts.