

During the Feb 10th Commissioner's Court meeting Agenda Item 23 d, Blair Manning and the unelected Judge spent over eight minutes trying to convince the citizens of Burnet County that the software for surveillance/ geo fencing systems did not gather personal data from the cell phones of people in Burnet County.

The information from the agreed to provider Datafy posted in the minutes includes the ability to obtain "Demographic" information. Demographics is data about age, family information, income levels, and location the person traveled from.

Blair Manning also stated during the eight minute discussion that Datafy had safeties that would not allow data collection from a school, a child, or someone presumed to be under the age of 16.

How is the Datafy software able to determine the age of the person using the cellphone ?

If Datafy information includes demographics and can determine the age of the cellphone user, what keeps Burnet government officials from obtaining that info ?

The Burnet Bulletin April 23rd, 2025 edition reported the following regarding the 2025 Bluebonnet Festival,

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.

In 2025 Burnet County Government Officials revealed in public information requests that no existing internal procedures, rules, or restrictions were placed on the use of the invasive location analytics technology data gathering tools used under the guise of "marketing".

I believe that County Officials are not being truthful about the capabilities of the Datafy software regarding the collection of personal information from the unsuspecting people in Burnet County.

I object to this court's decision in the last meeting to engage in a contract with Datafy that would allow the County to continue surveillance and using the technology of geo-fencing to collect "demographic data" on people without their knowledge or consent.

This is a direct violation of the people's right to privacy and a slippery slope of government surveillance and control.

	Business		
Parameters of Contract:	<i>Datafy</i>	<i>Placer A.I.</i>	<i>Zartico</i>
1. Ability to show visitors demographics	X	X	X
2. Ability to create our own geofencing/ points of interest	X	X	no
3. Data of actual behaviors gathered (i.e. boots on the ground)	X	projected	no
4. Full circle platform to ensure data gathered helps Burnet County Tourism advertise strategically	X	additonal fee	no
5. Hotel and/or Short-Term Rental data captured	X	only chain hotels	only chain hotels
6. Company has history and knowledge base of Tourism	X	retail driven	newest in industry
7. Price for year contract	\$27,150/annually	\$26,649/ annually	\$24,000/ base annually with two year contract

*Burnet County Tourism's recommendation to the Comissioners Court is to have a contract with Datafy, an AJR Media Group software. This software best fits the needs of Burnet County Tourism because of it's added feature of boots on the ground data, the added component of strategic advertising help to the County and the long history of direct work in tourism and with DMO's.