

January 9, 2025



Veritone Introduces Contact Analytics for California Law Enforcement to Enhance Real-Time Data Insights and Strengthen Public Trust

Enhancements to Veritone Contact enable law enforcement agencies to access stop data analytics in near real-time, swiftly identify trends, implement agency improvements and support its efforts to comply with California's Racial and Identity Profiling Act (RIPA)

DENVER--(BUSINESS WIRE)-- [Veritone, Inc.](#) (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced a significant enhancement to its Veritone Contact solution with Contact Analytics, an advanced tool that transforms how law enforcement agencies access and analyze stop data. Built on Veritone's aiWARE™ enterprise AI platform, this solution empowers agencies with swift, comprehensive analytics and reporting capabilities.

Veritone Contact simplifies the collection and reporting of traffic and pedestrian stop data, helping law enforcement agencies' efforts to comply with legal requirements, including California's Racial and Identity Profiling Act, which, among other things, requires that no personally identifiable information is included in data that is transmitted to the California State Department of Justice (CA DOJ). The introduction of Contact Analytics enables law enforcement agencies to gather near real-time analytics on their full repository of stop data at any time, rather than extract the data manually or wait for the CA DOJ to release its annual stop data analytics reports at the end of the calendar year. By effectively utilizing Veritone Contact Analytics, law enforcement agencies of all sizes can gain actionable insights into their data on demand, enabling them to swiftly identify trends, implement improvements and maintain transparency, public trust and accountability.

"The near real-time reporting capabilities of Veritone's Contact Analytics address a significant challenge that agencies face with stop data analysis and RIPA compliance," said Bob Scales, chief executive officer of Police Strategies, LLC. "Currently, agencies input thousands of records into databases but often must wait until year-end to extract meaningful insights. With access to on-demand data, agencies can now make more informed and timely decisions, enhancing both efficiency and effectiveness in their operations."

"With Veritone Contact Analytics, law enforcement agencies no longer need to wait for the CA DOJ's end-of-year reports or dedicate significant resources to manually creating their own," said Jon Gacek, general manager, Public Sector, Veritone. "This innovation, powered by aiWARE, allows agencies to proactively monitor and improve their policies and procedures by examining stop data trends in near real-time."

Veritone Contact Analytics offers a range of features, including:

- On-demand, near real-time reporting to give agencies access to comprehensive stop data insights, eliminating delays and supporting informed decision-making.
- Customizable filters for viewing data by year, month, race, use of force and more.
- Detailed demographic breakdowns by race, gender, age and other key attributes.
- Comprehensive insights into reasons for stops, results, search data and use of force metrics.
- Analytics for agency-specific custom questions, providing unique data points relevant to their operations.

To learn more about Veritone's Public Sector solutions, visit:

<https://www.veritone.com/solutions/public-sector/> and to learn more about Veritone Contact, visit <https://www.veritone.com/applications/contact/>

For more information on Police Strategies, visit: <https://policestrategies.com/>

About Veritone

Veritone (NASDAQ: VERI) builds human-centered enterprise AI solutions. Serving customers in the media, entertainment, public sector and talent acquisition industries, Veritone's software and services empower individuals at the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability. Veritone's leading enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models, transforming data sources into actionable intelligence. By blending human expertise with AI technology, Veritone advances human potential to help organizations solve problems and achieve more than ever before, enhancing lives everywhere. To learn more, visit [Veritone.com](https://www.veritone.com).

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This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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Source: Veritone, Inc.