Verkada

People Lists
User Guide

For Organization Administrators

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01

Introduction

Verkada's People page compiles sightings of all people detected across a camera fleet. This page also includes all "People of Interest." People of Interest are special subjects of interest – potential suspects, VIP clientele, suppliers and vendors, known offenders, etc. – that organizations have actively saved to their Command organization for added visibility, further analysis, and proactive insights.

On the People page, People of Interest are organized and sorted into "People Lists." Each People List has its own set of permissions that allow different users in an organization to view, manage, and edit the People of Interest on each People List.

A corporation might, for example, have three People Lists: "unauthorized NYC office employees," "unauthorized Phoenix office employees," and "important clients." Permissions to view and manage the People of Interest on these three People Lists might be delegated among the NYC security team, the Phoenix security team, and work-place teams, respectively, with each team only able to see the People Lists and corresponding People of Interest that have been shared with them – ensuring that each team operates within the scope of their permissions and responsibilities. This user guide offers a comprehensive overview of how organizations can optimize their use of People Lists.

02

People Page Overview

Both People of Interest and People Lists exist under the People page within Command, Verkada's cloud-based management platform. Users can access this page by navigating to the Cameras product page and clicking on the "People" button on the left sidebar menu, as depicted in Figure 1 below.
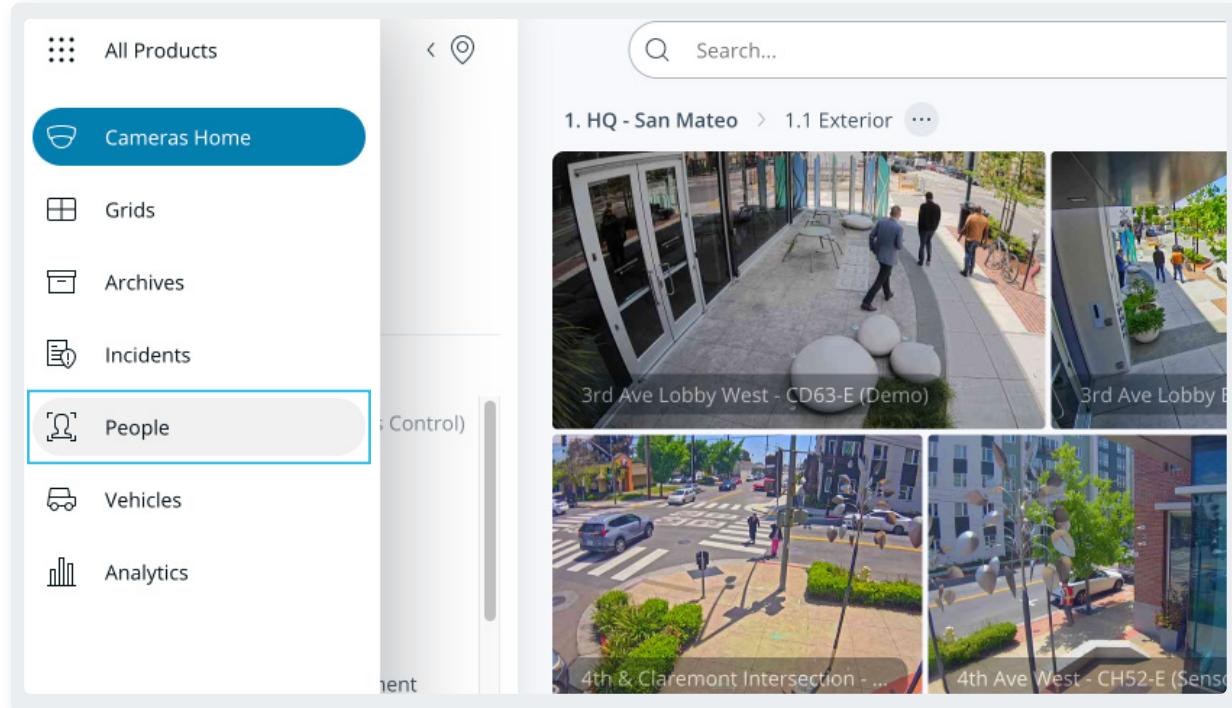

Figure 1

Below in Figure 2 we highlight the various components of the People page – a quick snapshot of its functionality and how it can be used to analyze sightings of people that appear on cameras in one's fleet, how to create People of Interest, and how People of Interest can be sorted into People Lists.
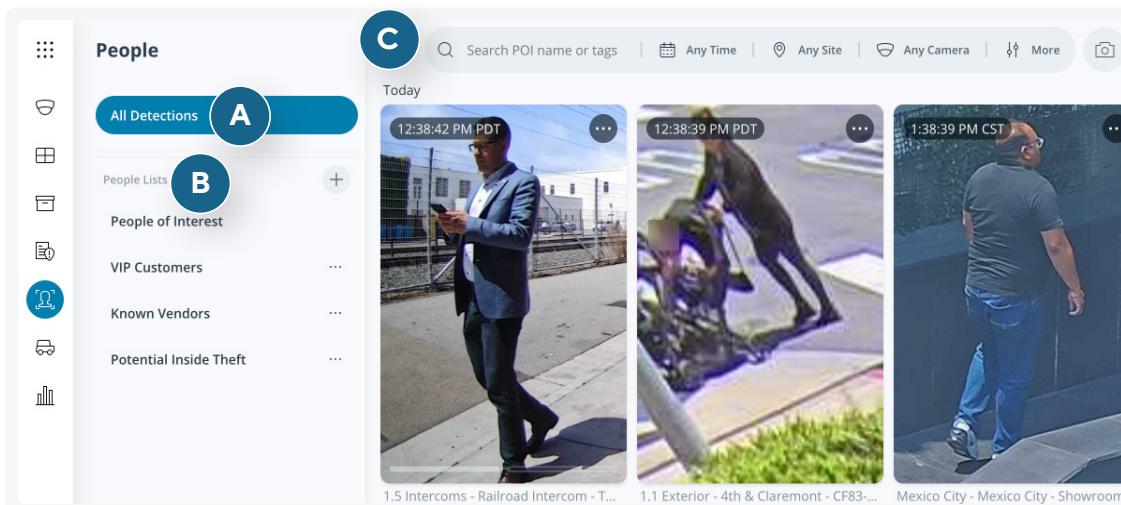

Figure 2

A **All Detections**

The "All Detections" button displays all instances of people that appear on an organization's cameras, organized chronologically.

B **People Lists**

People Lists offer a quick and effective method to sort and organize People of Interest.[1] Organizations can have many People Lists – making it easy to segment People of Interest based on different factors, like perceived security threat levels of different individuals (e.g., publicly-wanted offenders, potential non-employee offenders, suspicious employees) and/or different sites within a larger organization (e.g., former London employees, former Denver employees, former Houston employees), among other types of segmentation.

A key aspect of People Lists is that Organization Admins can allocate viewing and managing permissions of the People Lists (and their corresponding People of Interest) to individual users or groups of users throughout an organization. To ensure that only authorized users can access the People Lists (and their People of Interest) relevant to their roles and responsibilities, Verkada has built a series of granular permissions and privacy settings that dictate which users in an organization can access different People Lists. The security team at an organization might, for example, wish to prevent certain employees from viewing People of Interest on a "suspicious employees" People List.

Each user will see the People Lists (and their corresponding People of Interest) for which they have the proper viewing and managing permissions. In addition to any custom People Lists (e.g., People Lists of different visitors to a large retailer, in Figure 2 above), all organizations also have a default "People of Interest" People List.

C **Search Bar**

The search bar offers a variety of person attribute search tools that security teams can leverage to conduct quick investigations into subjects of interest in just a few clicks. See the document here to learn more about person attribute searching for investigations.

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1. Organizations can create "People of Interest" for any subject of interest. Users viewing a specific Person of Interest will see all sightings of that individual across an organization's cameras and, if desired, users can receive proactive notifications anytime a Person of Interest appears on their cameras. See the Knowledge Base article here to learn about how to establish alerts for People of Interest.

03

Understanding People Lists

Default "People of Interest" People List Overview

When users navigate to the "People Lists" section of the People page, users will first see a default "People of Interest" People List.[2,3] Organization Admins can choose to keep their existing People of Interest in this consolidated "People of Interest" People List, or sort them into new custom People Lists.


Figure 3

Creating a New Custom People List

To create a new custom People List, navigate to the "People Lists" section of the People page and click the plus (+) button.
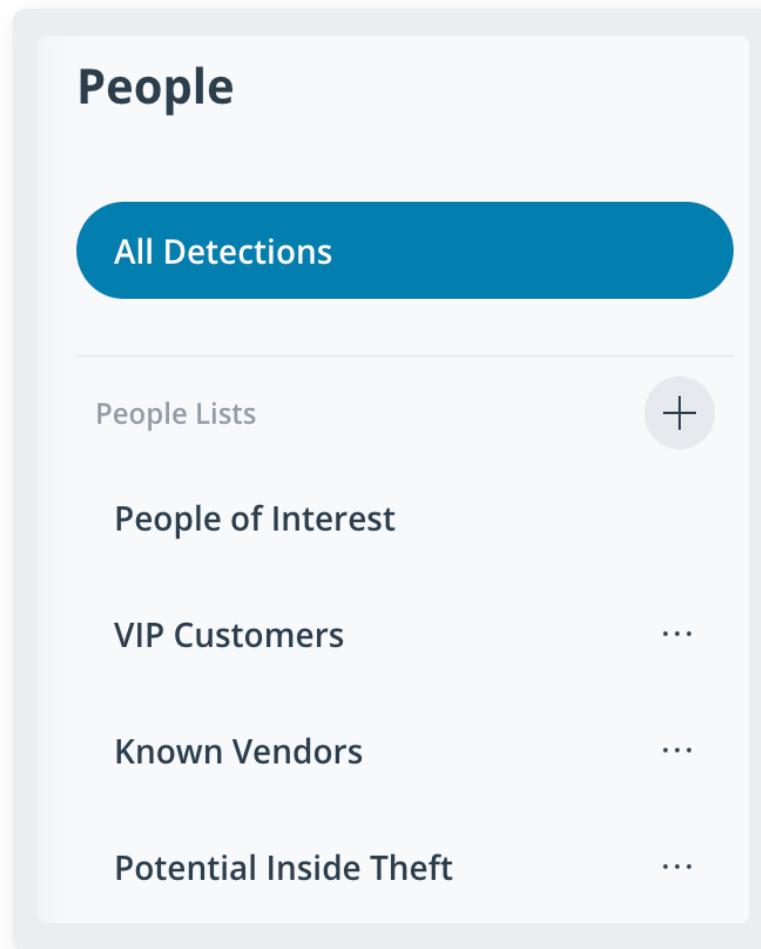

Figure 4

All new People Lists require a name. In this example, we'll assume a security team at a large retailer is assembling a People List of "Known Shoplifters."

Figure 5

Permissions to view, edit, and manage People Lists fall into one of two categories: "Public" or "Restricted." **Public People Lists** (and their corresponding People of Interest) are visible to specific users depending on their permission level within an organization (e.g., Org Admin, Site Admin, Site Viewer, or No Access).[4]

Restricted People Lists are only visible to users who receive an explicit invitation from the People List's creator to view and/or edit the People List, regardless of their organizational permission level.

Organization Admins, those with the highest organizational permission level, can view and edit all Public and Restricted People Lists.

Creating and Managing Access to Public People Lists

Permissions to view and edit Public People Lists are tied to a user's permission level, which Organization Admins can assign in the "Roles & Permissions" settings in the "Admin" menu, as depicted in Figure 6 below.

Figure 6

4. See the tables on pages 9 and 10 to learn about how different user permission levels impact access to Public People Lists.

Who can view public People Lists?

Within the "Roles & Permissions" menu, the "View People of Interest" row allows the Organization Admin to dictate which users can view Public People Lists and their corresponding People of Interest. Organization Admins can delegate Public People List viewing permissions to users who fall into one of three buckets ("Org Admin," "Site Admin," or "Site Viewer") as indicated in "A", "B", and "C" in Figure 7 below.[5]
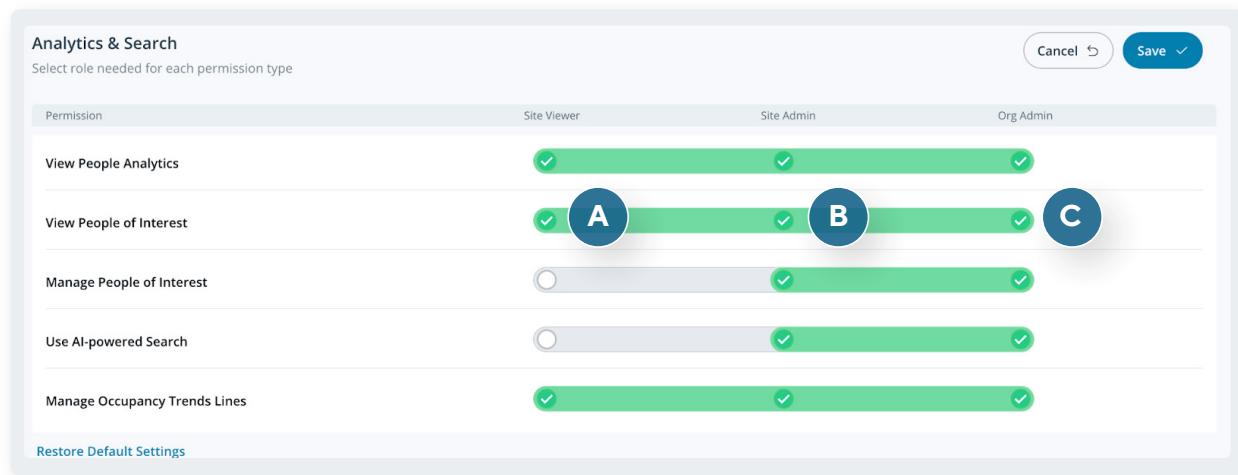
Figure 7

The following table details which users are able to **view** Public People Lists and their corresponding People of Interest given the organization's "Roles & Permissions" settings above.

Command Users Who Can View Public People Lists and Corresponding People of Interest

	When the toggle is set to position A	When the toggle is set to position B	When the toggle is set to position C
Users with "**Org Admin**" permissions	✓	✓	✓
Users with "**Site Admin**" permissions for a minimum of one site within the organization	✓	✓	✗
Users with "**Site Viewer**" permissions for a minimum of one site within the organization	✓	✗	✗
Users with "**No Access**" to all sites within the organization	✗	✗	✗

Figure 8

Note: a check mark indicates that the user type in the left-hand column can view a Public People List when that user's Organization Admin assigns them a specific "Roles & Permissions" setting (either to A, B, or C in Figure 7 above). An "X" indicates that the user type in the left-hand column is unable to view the Public People List when that user's Organization Admin assigns them a specific "Roles & Permissions" setting (either to A, B, or C in Figure 7 above). *The A, B, or C toggle must be set to one of the three options, and all users in an organization must fall into one of these three buckets (or a fourth "No Access" bucket).*

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5. For Organization Admins learning how to provision new users to their organization and assigning them as "Org Admin," "Site Admin," "Site Viewer," or "No Access" for the first time, refer to this Knowledge Base article here.

Who can create and manage public People Lists?

For users who can view Public People Lists and corresponding People of Interest, Organization Admins must set additional permissions for them to manage (i.e., create, edit, and delete) both Public People Lists and corresponding People of Interest. To enable managing permissions for users, Organization Admins can navigate to the "Manage People of Interest" row in the "Roles & Permissions" settings and toggle permissions accordingly, as indicated with "D", "E", and "F" in Figure 9 below.

Figure 9

The following table details which users are able to **manage** Public People Lists and their corresponding People of Interest based on their designated "Roles & Permissions" settings above.

Command Users Who Can Manage Public People Lists and Corresponding People of Interest

	When the toggle is set to position **D**	When the toggle is set to position **E**	When the toggle is set to position **F**
Users with "**Org Admin**" permissions	✓	✓	✓
Users with "**Site Admin**" permissions for a minimum of one site within the organization	✓	✓	✕
Users with "**Site Viewer**" permissions for a minimum of one site within the organization	✓	✕	✕
Users with "**No Access**" to all sites within the organization	✕	✕	✕

Figure 10

Note: a check mark indicates that the user type in the left-hand column can manage a Public People List when that user's Organization Admin assigns them a specific "Roles & Permissions" setting (either to D, E, or F in Figure 10 above). An "X" indicates that the user type in the left-hand column is unable to manage the Public People List when that user's Organization Admin assigns them a specific "Roles & Permissions" setting (either to D, E, or F in Figure 10 above). *The D, E, or F toggles must be set to one of the three options, and all users in an organization must fall into one of these three buckets (or a fourth "No Access" bucket).*

Creating and Managing Access to Restricted People Lists

In certain cases, Public People Lists might invite overly broad access to a People List. Perhaps an Organization Admin only needs specific individuals (or groups of specialized individuals, like a security team at a single site) to view, create, edit, and manage curated People Lists. For more granular People List permissioning, Organization Admins can create Restricted People Lists.

Who can view, create, and manage Restricted People Lists?

Any Organization Admin or user with "Manage People of Interest" permissions can create a Restricted People List. In order for other users to view or manage the same Restricted List, the Restricted People List creator must actively invite other users to view and/or manage the Restricted People List. As depicted in Figure 11 below, Restricted People List creators can invite other users in their organization to view and/or manage the Restricted People List via the "Who has access" field.[6]
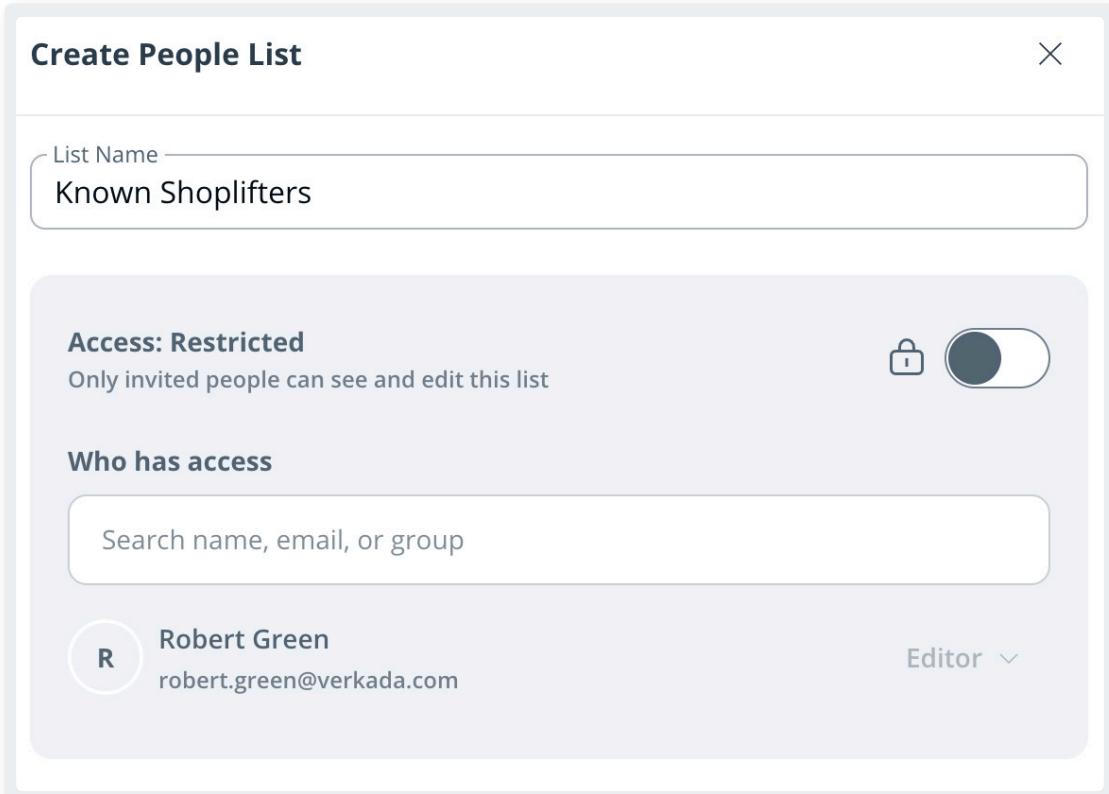
Figure 11

When granting Restricted People List access to individual users or groups, the People List creator can grant either "Editor" or "View Only" permissions.

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6. For information on how to create groups of users to add to the "Who has access" field in bulk, see the Knowledge Base article here.
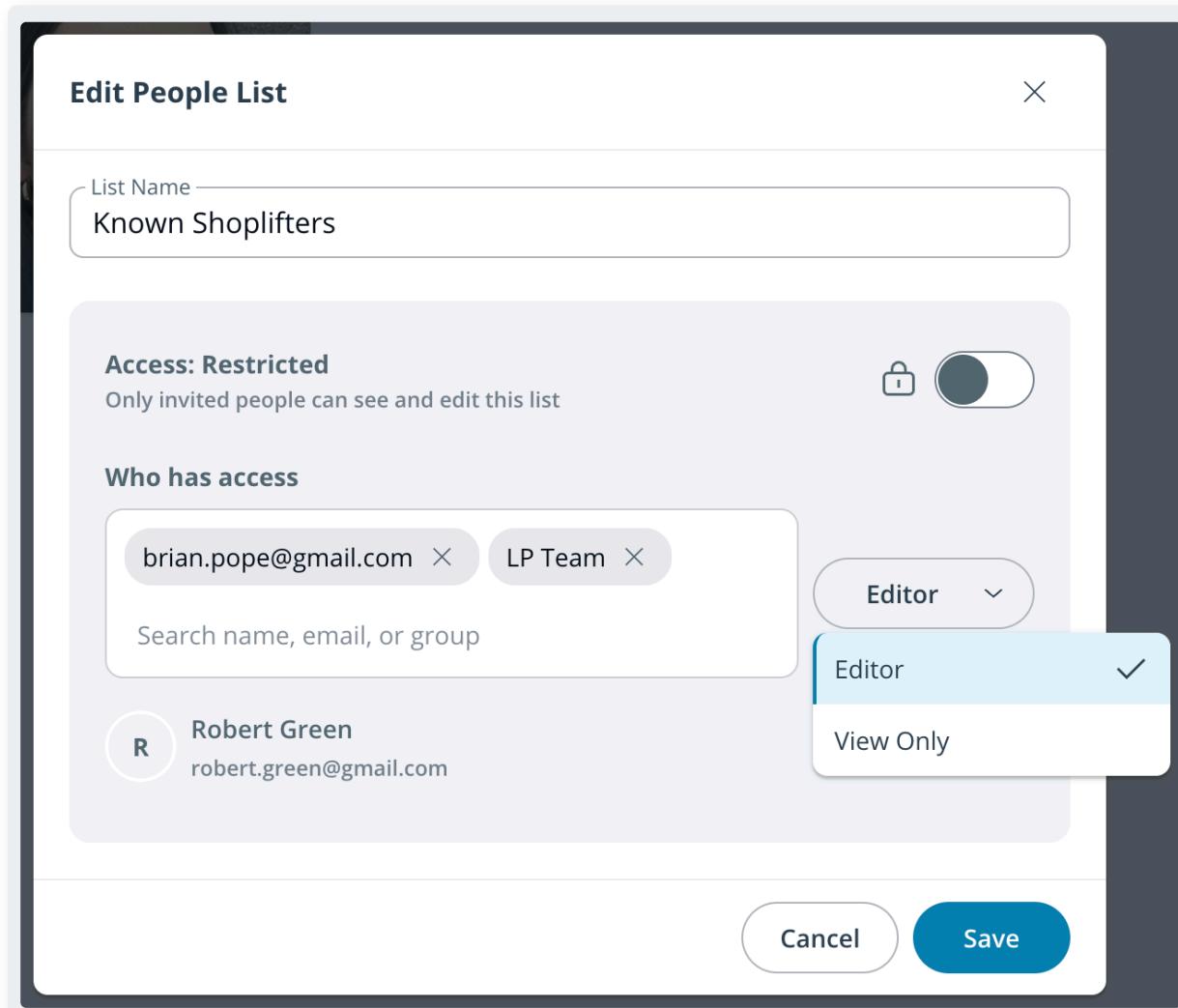
Figure 12

After the People List creator grants a specific user "Editor"[7] access to a Restricted People List, that user can:

- Add Profiles to the Restricted People List
- Edit Profiles on the Restricted People List
- Delete Profiles from the Restricted People List
- Rename the Restricted People List
- Delete the Restricted People List
- Grant access to other users within the organization
- Change permissions (from "View Only" to "Editor" and vice versa) for individual users with existing access
- Remove another user's access to the Restricted People List

Users with "View Only" permissions to Restricted People Lists, on the other hand, can only view their assigned Restricted People List (and corresponding People of Interest). These "View Only" users cannot take any of the "Editor" actions listed above.

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7. **Important note:** in order for a user to be an Editor of a Restricted People List, the user must receive an invitation to edit the People List **and** have the requisite assigned permissions from the Roles & Permissions settings (i.e., "Manage People of Interest" permissions). If a user does not have the requisite permissions as outlined in the "Roles & Permissions" dashboard (see Figure 10 for reference) then an invitation to view and/or edit a Restricted List will not give the user access. To safeguard against potential misuse and ensure transparency of Restricted People Lists, all Organization Admins can view and edit all Restricted People Lists, even without an invitation.

04
Populating, Editing, and Deleting People Lists

Populating People Lists

Any user with the proper management permissions (as outlined in the previous section) can add People of Interest to a Public or Restricted People List, including the default "People of Interest" People List (as described in the "Default 'People of Interest' People List" section on page 6 above).

For People Lists with existing People of Interest, like the default "People of Interest" People List depicted below, users can add a new Person of Interest via the **plus (+)** button in the top right-hand corner.
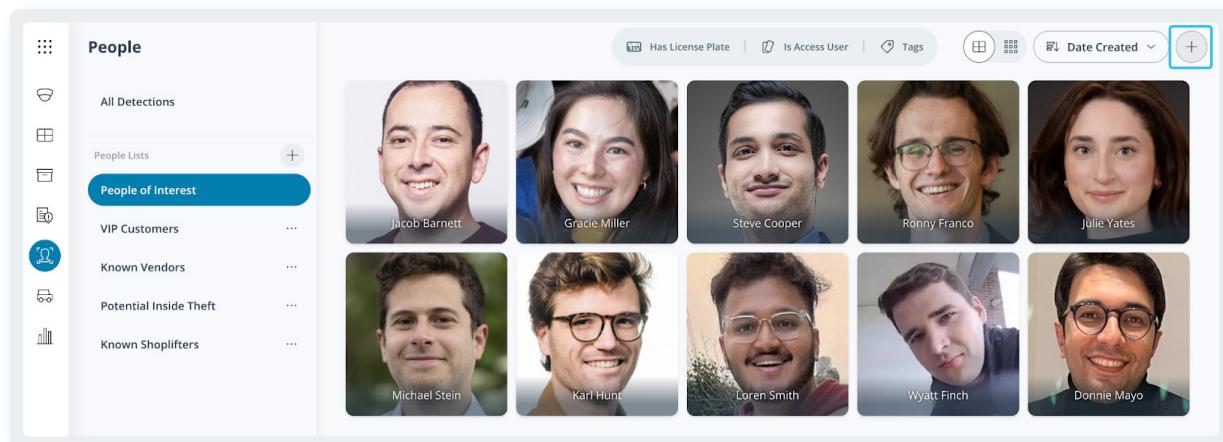
Figure 13

When populating an empty People List with new People of Interest, users will be prompted with the "Add New Person of Interest" button. In this example below, we'll continue with our "Known Shoplifters" People List.
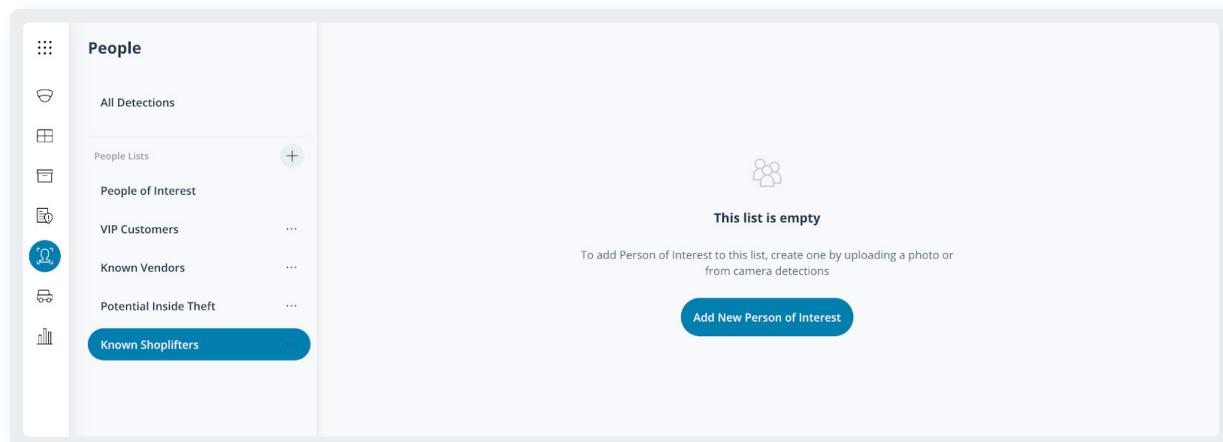
Figure 14

There are two methods for creating a Person of Interest to add to a new People List: "Upload Photo" and "Select from Existing People of Interest."

Add Person of Interest to List

> Upload Photo ⟩

> Select from Existing People of Interest ⟩

Cancel
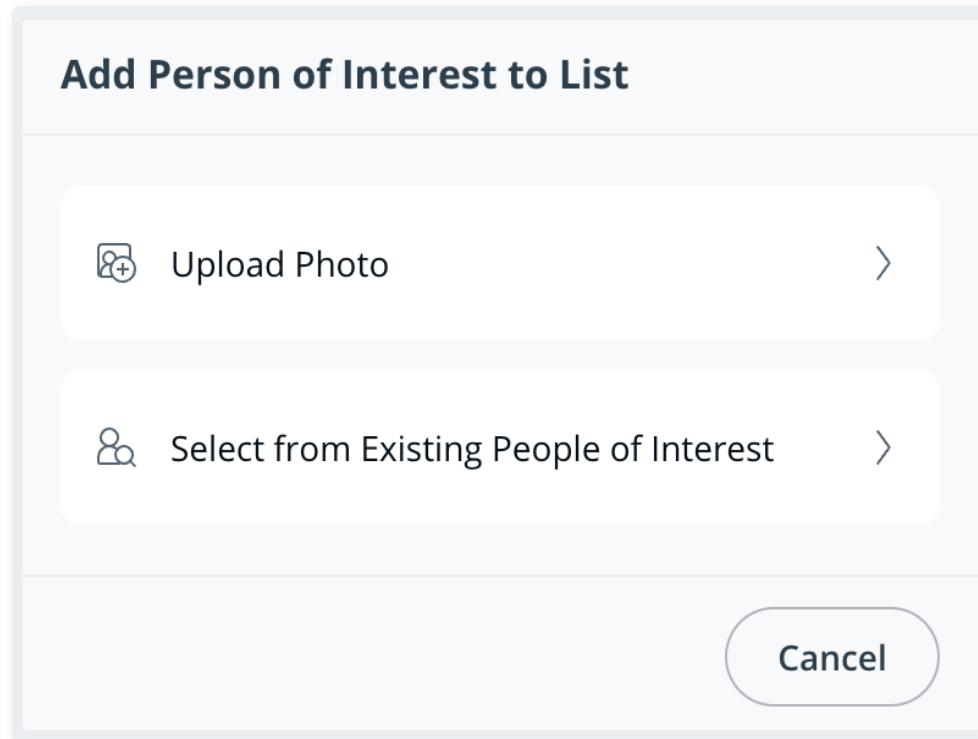
Figure 15

Users can select the "Upload Photo" option to create a new Person of Interest.

Upload Photo

Upload a photo that clearly shows the face of **only one person** (no group shot, please).

Drop photo here or **choose a photo** to upload
(JPG or PNG up to 15MB)

Back
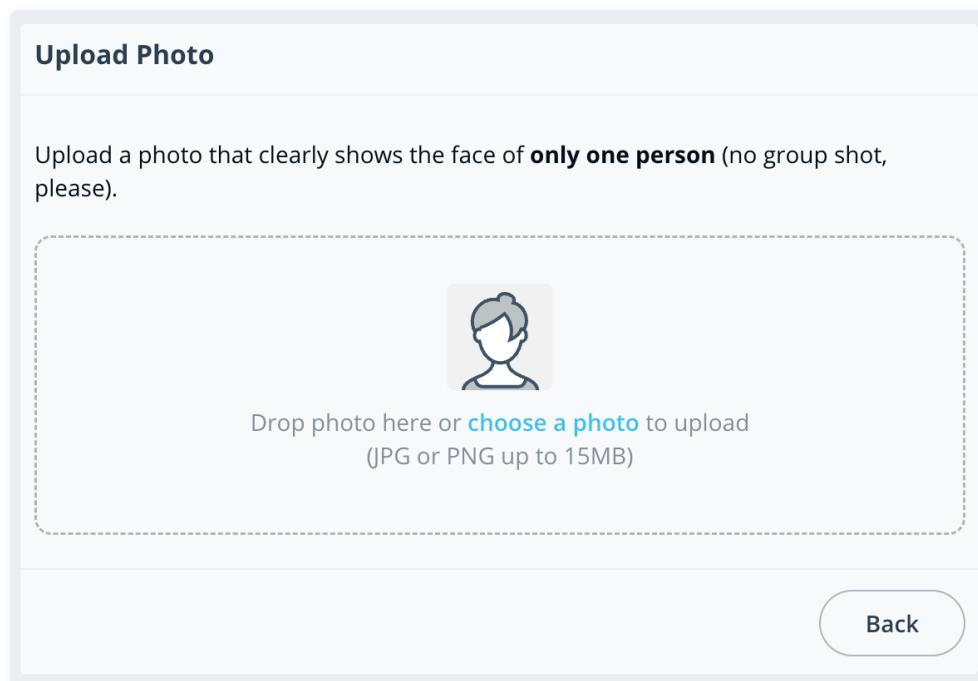
Figure 16

After uploading a photo, users are then prompted to name the Person of Interest.[8] Users can also add "Tags" to People of Interest, which are optional custom descriptors to search for specific People of Interest from the People page. In the example below, we'll use the name of the known shoplifter and tag them as "Shoplifter."

Add Person of Interest to List

POI Name

Emily Book

Shoplifter ✕

＋ Add Tags

Back   Confirm
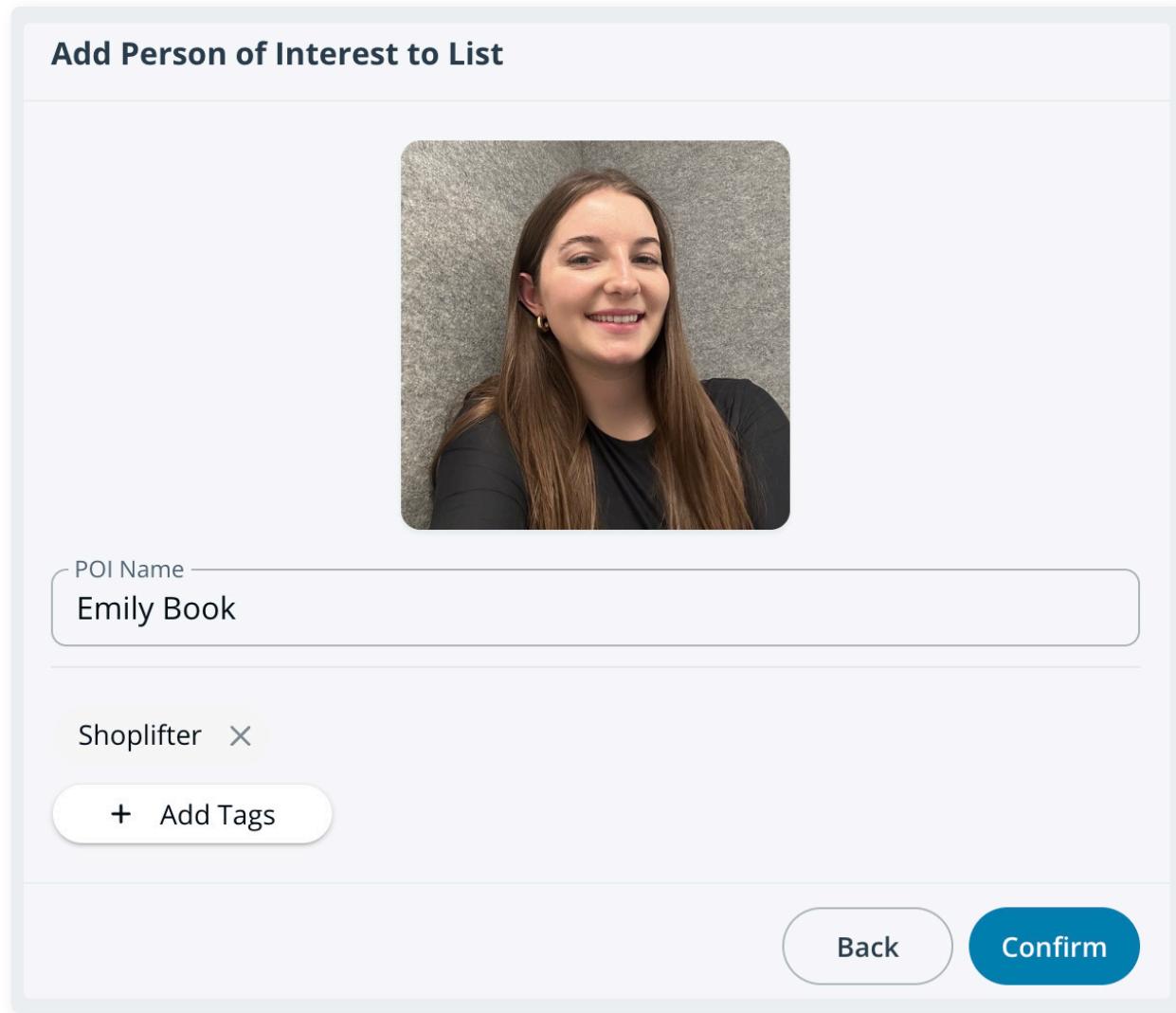
Figure 17

After entering the necessary information, the "Confirm" button creates the Person of Interest and adds them to the "Known Shoplifters" People List.

If an organization does not have a photo of a suspect, then teams can create People of Interest from footage captured on a camera. As depicted below, users can navigate to the "All Detections" menu on the "People" page, and, after searching for an individual of interest,[9] users can create a Person of Interest by clicking the three dots in the top right-hand corner and selecting "Add Person of Interest."
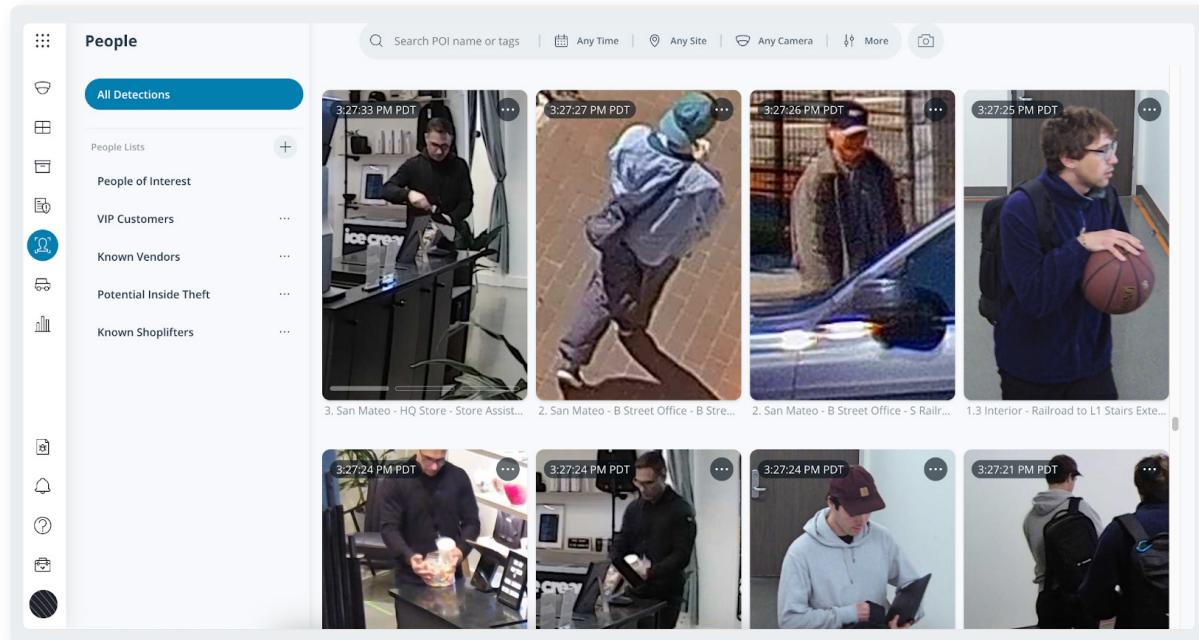
Figure 18
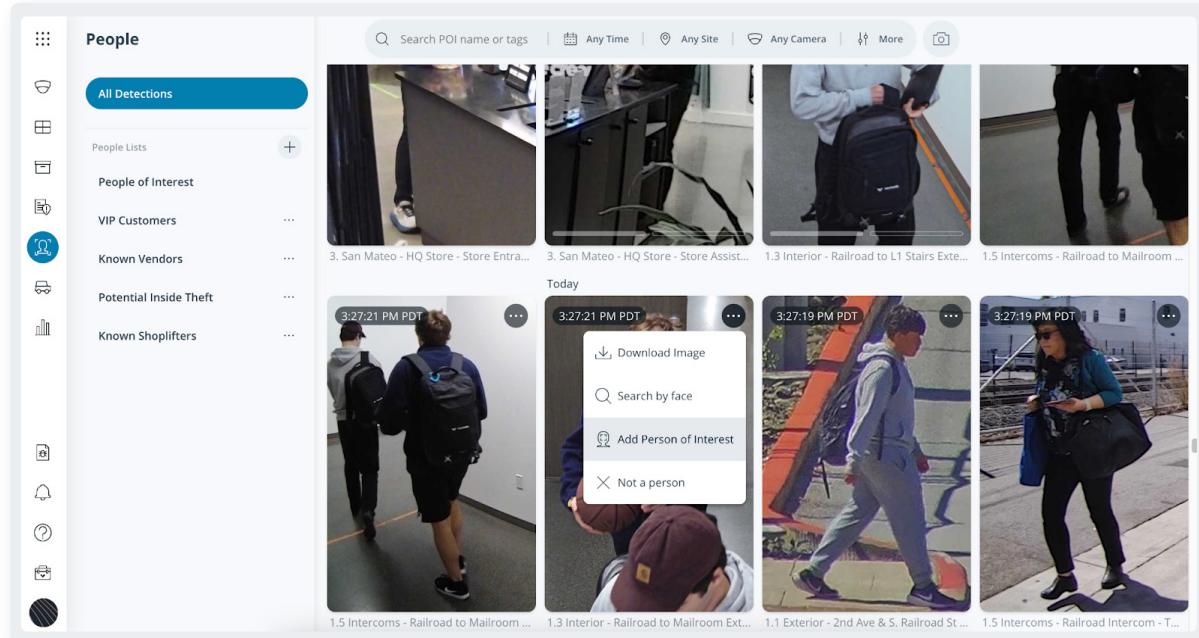
Figure 19

9. See the Knowledge Base article and the document here to learn more about conducting investigations to find subjects of interest.

We'll add this Person of Interest to our "Known Shoplifters" People List, as depicted below.
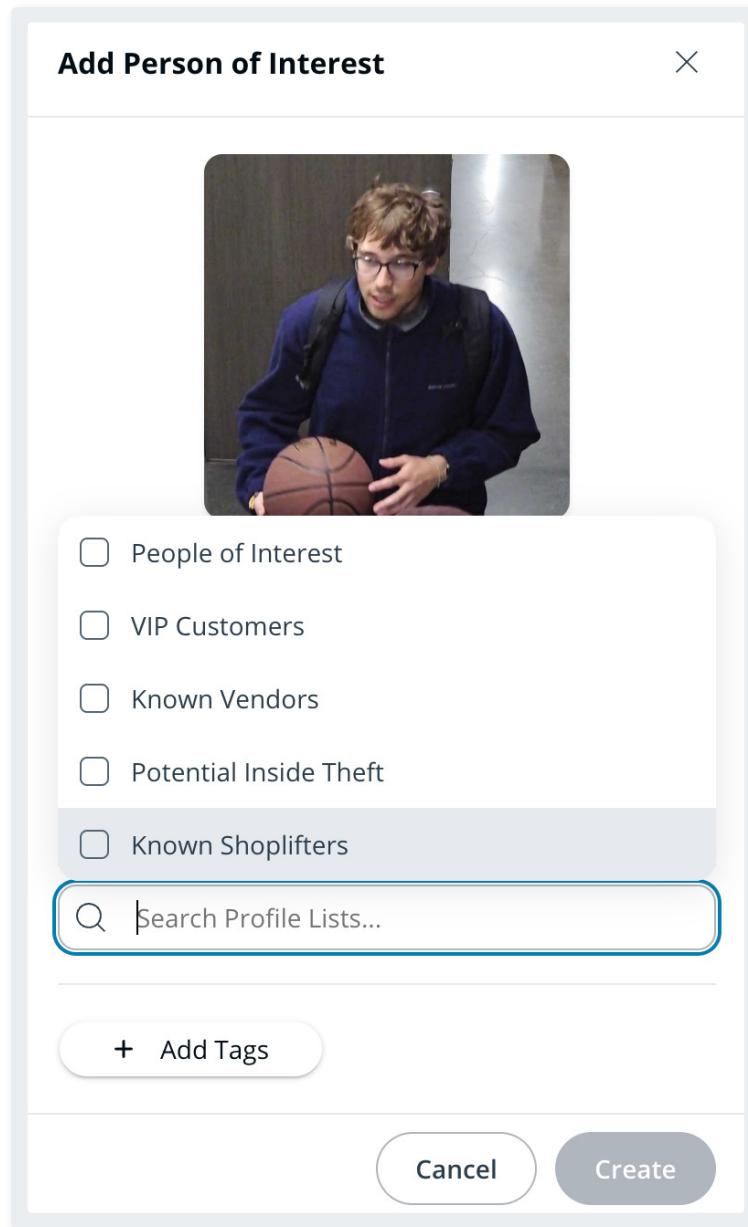
Figure 20

Editing Existing People Lists

Clicking "Edit" reveals the "Edit People List" menu. Users can edit existing People Lists by clicking the three-dot icon next to the People List for which they have editing permissions. Note that if the three-dot icon is not visible next to a People List, it means the user does not have management permissions for that People List. Also note that the default "People of Interest" List will not have the three-dot icon located next to it, as this People List cannot be renamed or deleted and its privacy settings cannot be changed.

Figure 21

Clicking on the three-dot icon will present an option to "Edit" or "Delete" the People List.
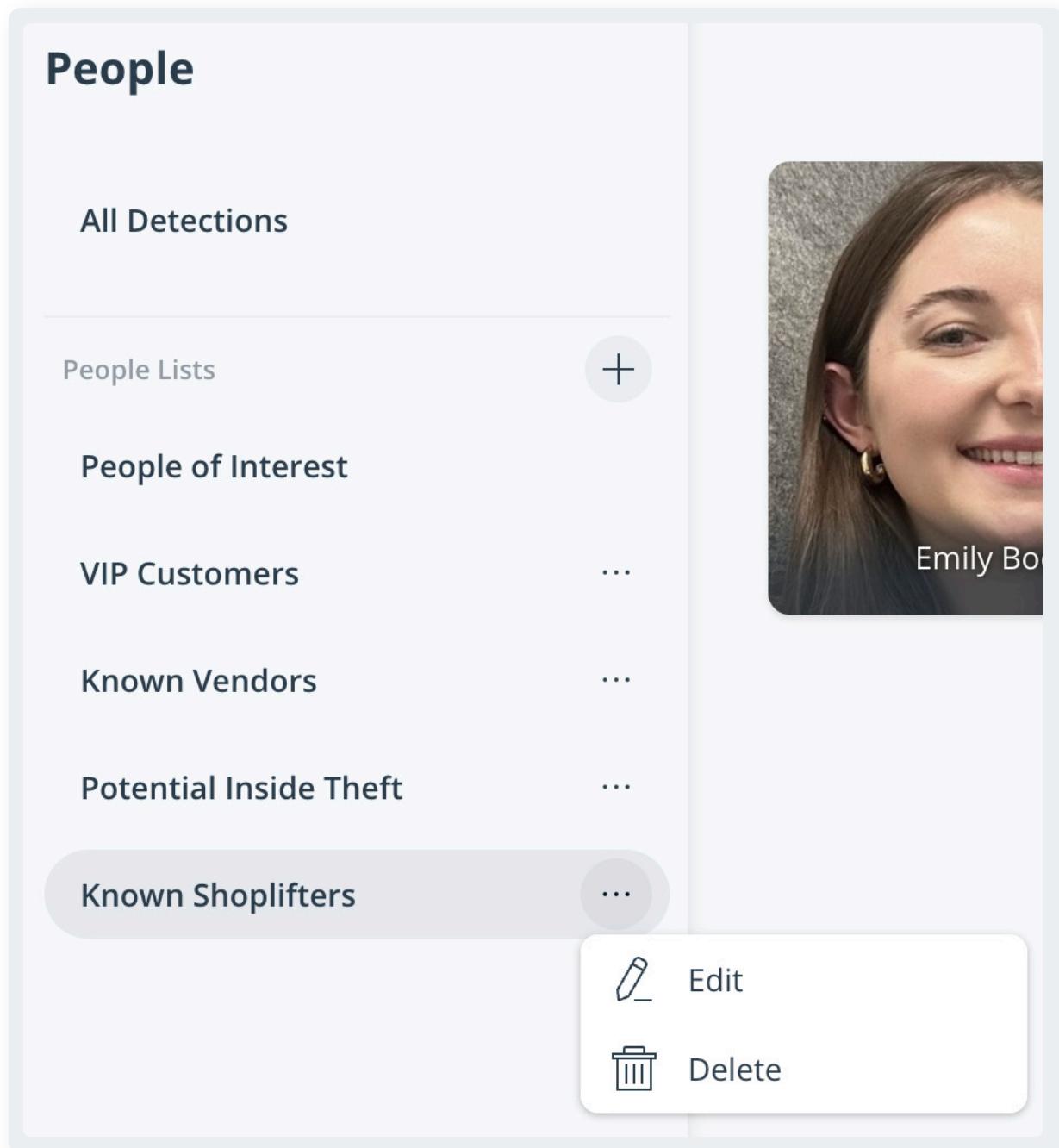
Figure 22

Users can then rename the People List or change the People List's privacy setting (e.g., "Public" or "Restricted").[10]

Edit People List ✕

List Name
Known Shoplifters

Access: Restricted
Only invited people can see and edit this list 🔒 ⬤

Who has access

Search name, email, or group

R   **Robert Green**
robert.green@gmail.com   Editor ⌄

B   **Brian Pope**
brian.pope@gmail.com   Editor ⌄

Cancel   Save
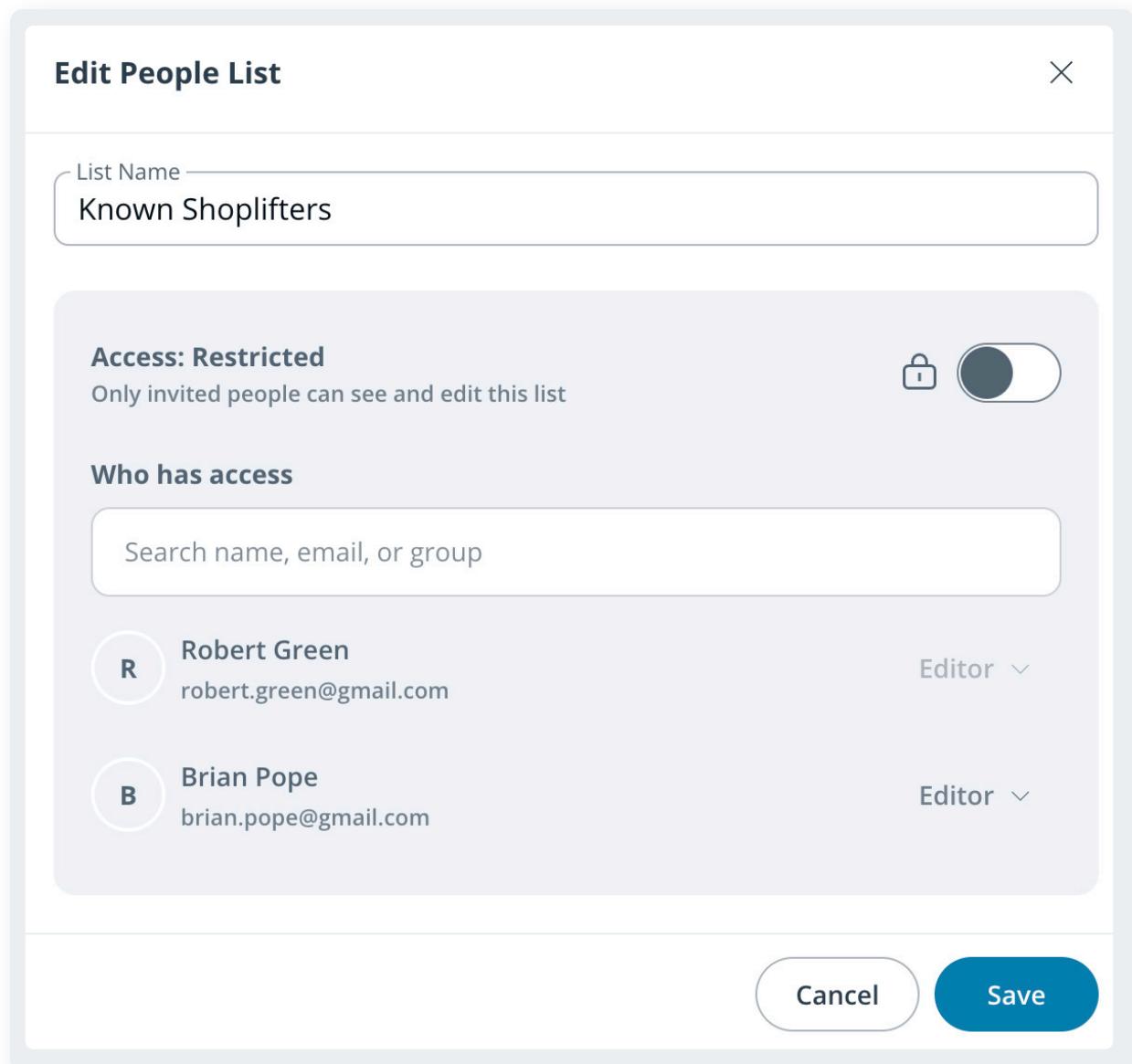
Figure 23

10. Changing a People List from "Public" to "Restricted" will revoke access from all users not explicitly invited to view or edit the People List, except for Organization
Admins. Changing a People List from "Restricted" to "Public," on the other hand, will grant access to all users with the appropriate permissions based on the Roles
& Permissions settings (as described in detail in the "Public People Lists Overview" section on page 8 above).

Editing individual People of Interest on an existing People List

Users with management permissions can also edit individual People of Interest that exist on a People List. Within a People List, users can select specific People of Interest by hovering over the thumbnail image associated with an individual and clicking on the check mark that appears in the top left-hand corner, as depicted below.
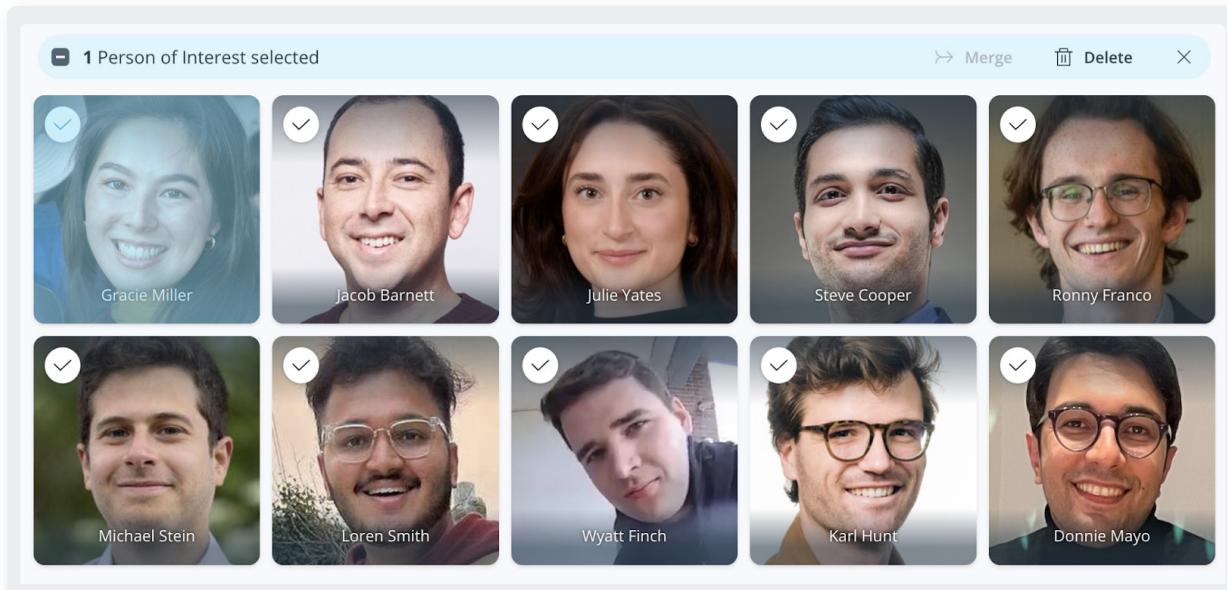
Figure 24

Users can edit multiple People of Interest in bulk by clicking multiple check marks, as depicted below.
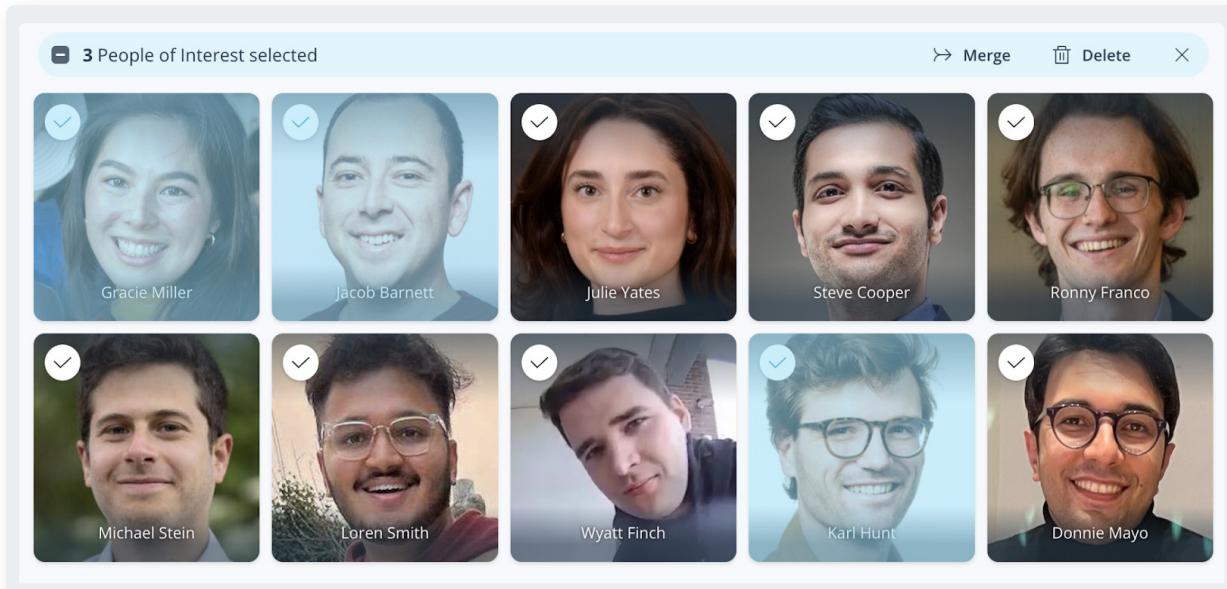
Figure 25

From here, users have the option to delete the selected Person or People of Interest by clicking the "Delete" button in the top right-hand corner.

Remove 3 People of Interest from People of Interest

See Individuals >

Cancel   Confirm
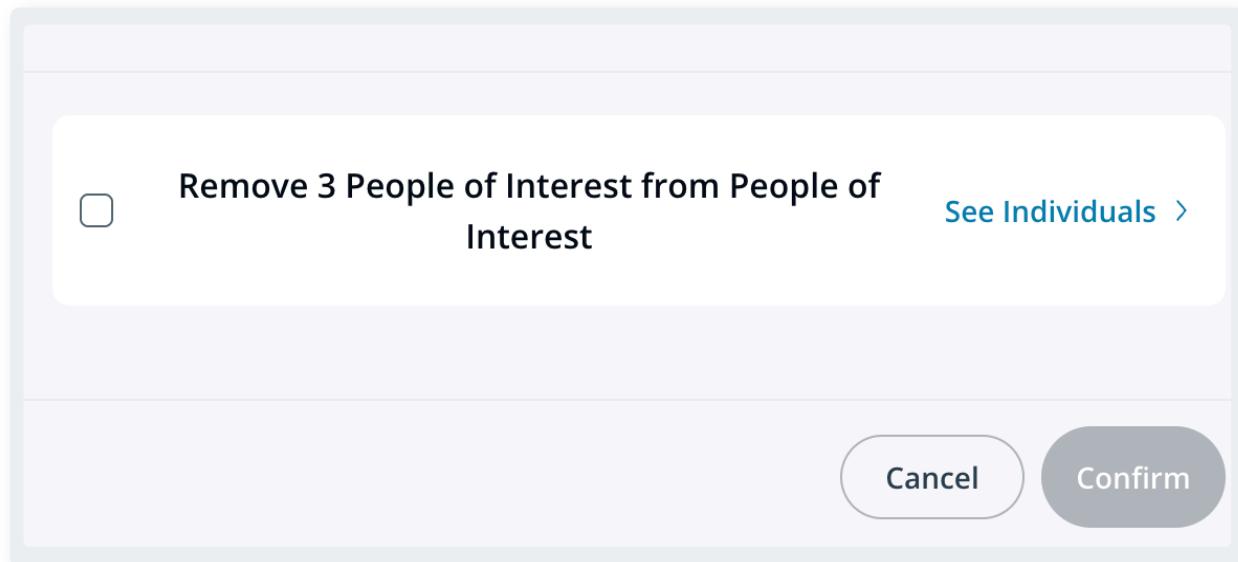
Figure 26

If the selected Person or People of Interest do not exist on any other People Lists, removing them from the sole People List will also delete the People of Interest from the organization entirely. If this happens, a confirmation menu will warn the user prior to permanent deletion from the organization.

Delete 3 People of Interest permanently
These 3 People of Interest are not part of any other list and will be permanently deleted.

See Individuals >

Cancel   Confirm
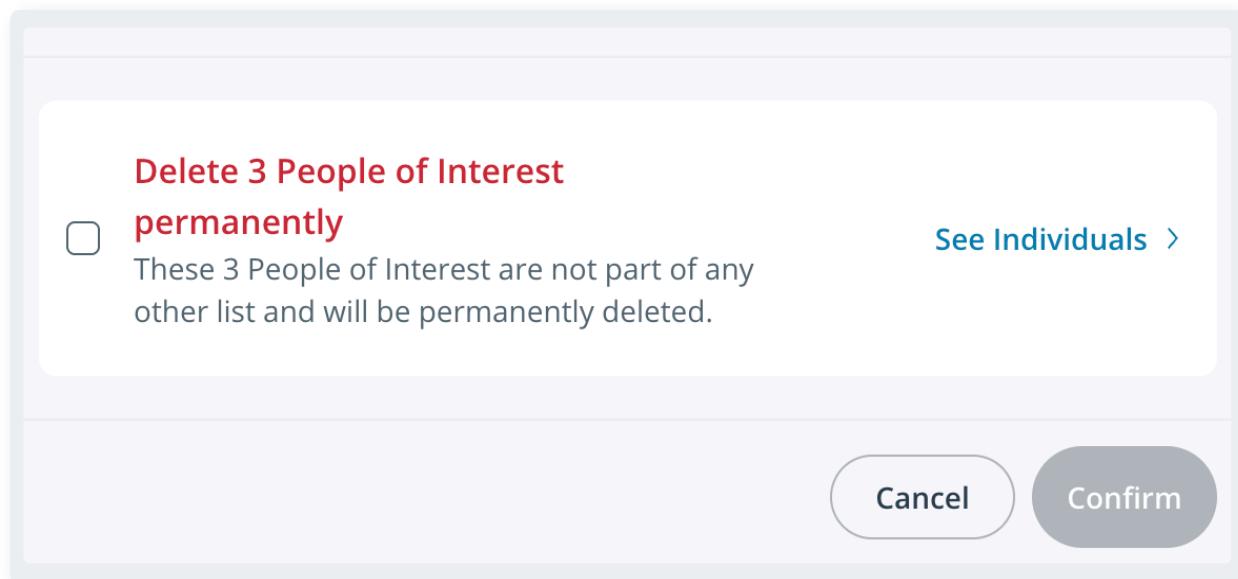
Figure 27

Deleting People Lists

Users can also delete entire People Lists by clicking the three dots next to the People List and clicking "Delete." This action will then reveal a "Delete People List" option.

Delete People List

Are you sure you want to delete this people list? Deleting this list will remove all People of Interest permanently and cannot be undone.

Cancel   Delete
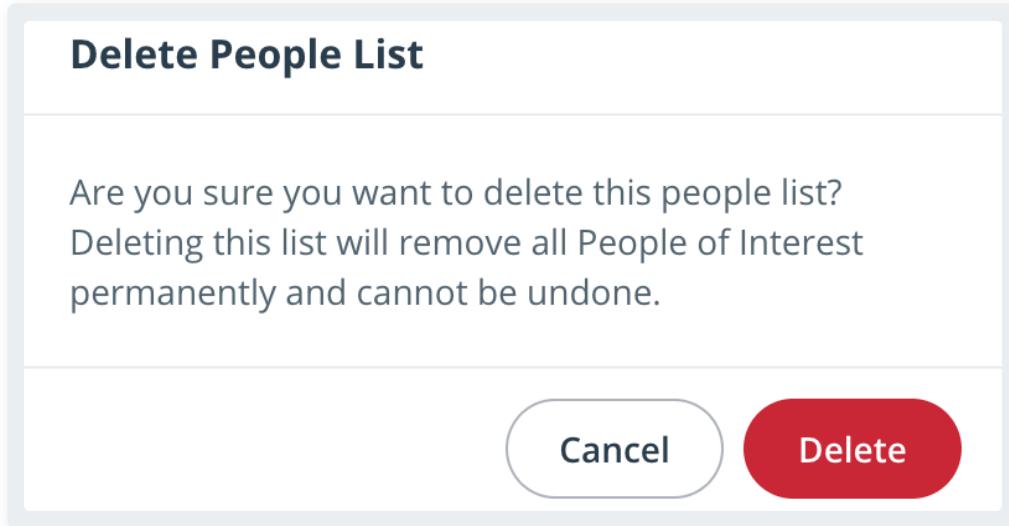
Figure 28

Clicking "Delete" once more will permanently remove the People List from the organization.

Note that People of Interest associated with the deleted People List will be permanently deleted from the organization if they do not belong to any other People Lists within the organization. If a Person of Interest belongs to multiple People Lists, this Person of Interest profile will continue to exist on other People Lists within the organization.

05

Understanding People of Interest Pages

Clicking on a Person of Interest's tile within a People List will direct the user to that Person of Interest's page. On a Person of Interest's page, users can see all appearances of the individual across all cameras in the fleet.

Figure 29

Users with the correct management permissions (as described in pages 8 - 10 above) can add specific attributes about the Person of Interest in question via the buttons on the left-hand side of the Person of Interest's page, as depicted below.
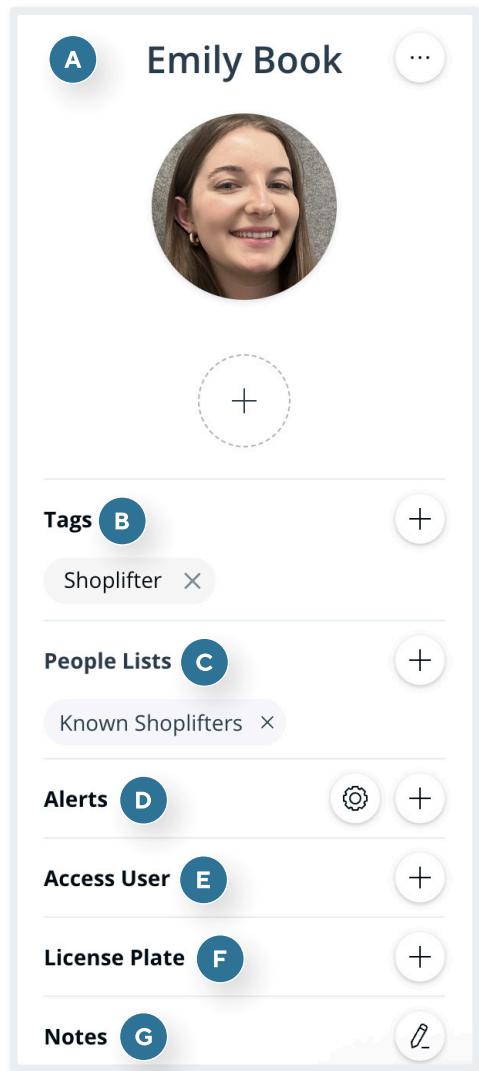
Figure 30

A. **Person of Interest Name (mandatory):** each Person of Interest must be given a name used to identify the profile.

B. **Tags (optional):** optional custom descriptors that can be used to search for specific People of Interest from the People page.

C. **People Lists (mandatory):** displays the People Lists to which the Person of Interest belongs. Users with the correct management permissions can add a Person of Interest to different People Lists or remove a Person of Interest from People Lists from within this field.

D. **Alerts (optional):** users can create Person of Interest alerts to be notified when the Person of Interest appears on a camera. See the Knowledge Base article here to learn about how to establish Person of Interest alerts.

E. **Access User (optional):** users can link the Person of Interest with an existing credentialed access user.

F. **License Plate (optional):** users can link the Person of Interest with an existing License Plate of Interest. Each time the associated license plate appears on one's cameras, the sighting of the license plate will surface on the Person of Interest's page. One can also receive alerts when a Person of Interest's license plate appears on a camera. See the Knowledge Base article here to learn about how to establish License Plate of Interest alerts.

G. **Notes (optional):** a freeform field to input any additional contextual information about a particular Person of Interest.
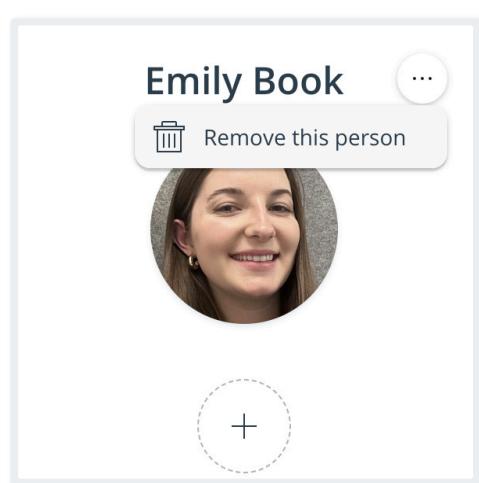
Figure 31

Note that deleting a Person of Interest will remove it from all People Lists for which that user has management permissions. If the user has management permissions for all People Lists on which a Person of Interest exists, that Person of Interest will be deleted from the entire organization. If, however, the Person of Interest exists on People Lists that the user does not have the ability to view and/or manage, the Person of Interest will continue to exist on those other People Lists.

06

Frequently Asked Questions (FAQs)

People of Interest & People Lists Basics

1. What are "People of Interest?"

"People of Interest" are notable people (e.g., possible security threats, VIP clientele, frequent vendors or contractors) whose faces have been saved to a Command organization. Teams can, importantly, be alerted to when a specific Person of Interest appears on a camera.

Users can create a Person of Interest profile for an individual by uploading a photo of their face or saving a previous sighting of that individual from past camera footage. When creating a Person of Interest, users can include additional information about the Person of Interest, including a name, relevant tags, associated license plates, and any Person of Interest alert preferences.

2. What is a "People List?"

People of Interest are organized and sorted into "People Lists." Each People List has its own set of privacy settings and permissions that allow different users in one's organization to view, manage, and edit the People of Interest associated with each People List. People Lists constitute secure, privacy-sensitive methods for categorizing different sets of People of Interest. Organization Admins can also grant specific users or teams viewing and management permissions on a per list basis, thereby preventing unauthorized users from viewing or editing People Lists they should not have access to.

3. Must every Person of Interest be associated with a People List?

Yes. Every Person of Interest must be associated with at least one People List.

4. Why should I create People Lists to organize my People of Interest?

As highlighted in question 18 below, any People of Interest added to one's organization prior to May 15, 2025 are consolidated in a single "Person of Interest" People List. Grouping all People of Interest in a single People List with a uniform set of access and management permissions can, however, pose issues for organizations that require more granular People of Interest permissioning and operational management. A large retailer might, for example, sort their People of Interest into three People Lists: "Known Vendors," "VIP clientele," and "Possible Inside Theft." An Organization Admin for this retailer might allocate viewing only permissions of the "Known Vendors" People List to employees responsible for maintaining inventory, assign viewing only permissions for the "VIP clientele" People List to employees in charge of specialized concierge services, and delegate both viewing and managing permissions for the "Possible Inside Theft" People List to only a select security team – ensuring that each team operates within the scope of their responsibilities and credentials.

5. What is the difference between a "Public" People List and a "Restricted" People List?

See the section titled "Creating a New Custom People List" on page 8 of this user guide for information on the differences between a Public People List and a Restricted People List.

Managing People of Interest & People Lists

6. How can I determine who in my organization can view different People Lists?

Refer to page 9 of this user guide for information on how to allow different users to view Public People Lists. Refer to page 11 of this user guide for information on how to share viewing access to Restricted People Lists.

7. How can I determine who in my organization can manage (i.e., create, edit, and delete) different People Lists?

Refer to page 10 of this user guide for information on how to allow different users to manage Public People Lists. Refer to page 11 of the user guide for information on how to share management access to Restricted People Lists.

8. How can I manage (i.e., create, edit, and delete) individual People of Interest? How do I determine who in my organization can view and manage (i.e., edit) individual People of Interest?

See page 18 of the user guide for information on how to manage individual People of Interest and page 11 for how to delegate People of Interest edit access to different users in your organization.

9. What happens when a user removes a Person of Interest from a People List?

When a user removes a Person of Interest from a People List, that Person of Interest will continue to live on all other People Lists on which it exists. If the Person of Interest does not exist on any other People Lists, it will be deleted from the entire organization.

10. What happens when a user deletes an individual Person of Interest page?

When a user deletes an individual Person of Interest page, that Person of Interest will be removed from all other People Lists for which that user has management permissions. If the Person of Interest does not exist on any other People Lists, it will be deleted from the entire organization. If, however, the Person of Interest profile exists on other People Lists for which the user does not have management permissions, the Person of Interest will remain on those People Lists.

To ensure that a Person of Interest is deleted from an organization as a whole, an Organization Admin can delete the Person of Interest. By default, Organization Admins have full management permissions for all People Lists within an organization, which guarantees that the Person of Interest profile will be deleted entirely.

11. What happens when a user deletes a People List?

When a user deletes a People List, the People List itself will be permanently deleted. Any People of Interest associated with the People List will also be permanently deleted if they do not belong to any other People Lists within the organization. If, however, a Person of Interest belongs to multiple People Lists, the Person of Interest profile will continue to exist on other People Lists within the organization.

12. A user in my organization is also a member of a user group. What happens if the user's individual permissions for viewing and managing Restricted People Lists differ from the permissions I've allocated to their user group?

If an individual user is also part of a user group, their permissions to view and/or manage Restricted People Lists and corresponding People of Interest will default to the higher permission level between the individual user and the user group. In other words, if an individual user is invited to a Restricted People List with "View Only" permissions, but the "Security Team" group they belong to is invited to that same People List with "Editor" permissions, the user will have editor permissions for that People List.

13. Do I need to organize People of Interest into different People Lists?

No. All People of Interest can be added to (and remain on) the default "People of Interest" People List.

14. What are the default permission settings for the "People of Interest" People List? Can I restrict access to the default "People of Interest" People List?

The default "People of Interest" People List will remain a "Public" List and cannot be changed to "Restricted." Organization Admins can, however, limit access to the default "People of Interest" People List to users with specific sets of permissions via the "Roles & Permissions" settings (see page 9 of the user guide for more information).

15. Can a People List's privacy settings be changed after it has been created?

Yes. Users with People List management permissions can change a People List's privacy setting from "Public" to "Restricted" and vice versa from the People List's "Edit" menu.

16. Can users who are not Organization Admins create Restricted People Lists that Organization Admins cannot see or access?

No. All Organization Admins can see and edit every Person of Interest and People List that exists within an organization.

17. What happens if a user shares viewing or managing permissions of a Restricted People List with a user who does not have the necessary permissions to view or manage People of Interest and People Lists (e.g., the user is a "Site Viewer" and only "Site Admins" have permission to view and manage People of Interest and People Lists)?

Even if a user receives an invitation to view or manage a Restricted People List, that user also needs to have the appropriate backend "Roles & Permissions" settings enabled in order to access the People List to which they were invited.

Understanding Changes to Preexisting "People of Interest" (effective May 15, 2025)

18. I no longer see the "People of Interest" option on the People page (pictured below). What happened to my existing "People of Interest?"
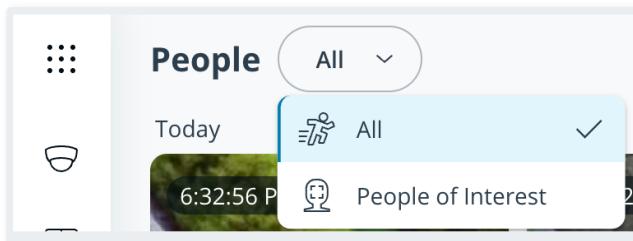
As of May 15, 2025, all organizations have a default "People of Interest" People List under the "People Lists" section on the "People" page. For organizations with preexisting People of Interest prior to May 15, 2025, these People of Interest will now appear consolidated under the default "People of Interest" People List. For any organizations created on or after May 15, 2025, the default "People of Interest" People List will not display any People of Interest until they have been explicitly created by a user.

19. Can I rename the default "People of Interest" People List?

No. The default "People of Interest" People List cannot be renamed.