

## DATA COLLECTION AND PROCESSING STATEMENT

Shopnosis is an independent organisation that conducts research on how people shop in stores. We ask people at the store entrance to wear smart glasses while shopping. The glasses record their field of view during the entire shopping trip. This document outlines how we collect, process, use and disclose the data.

The purpose of data processing is to collect and analyse anonymised in-store shopper behaviour data in order to provide aggregated insights to brands and retailers. These insights help businesses optimise product placement, in-store marketing, and store layout, ultimately improving the shopping experience, in-store marketing and product availability for customers.

The data is used solely for aggregated analytics, not for identifying or profiling individuals.

### 1. Data Collection

- **Type of data collected:** Video data (excluding audio) is recorded by camera glasses worn by participants during their shopping trips.
- **Initial storage location:** The video files are stored temporarily on the glasses' internal memory.
- **Transfer to secure storage:** The recorded videos are transferred from the glasses to an external hard drive. The original files are then deleted from the glasses' memory.
- **Personal data from participants:** No personal data of the participants wearing the glasses is recorded in the videos. Demographic information (such as age, gender, social status, and financial status) is collected only if the participant provides explicit consent.

**Access control:** Only authorised personnel have access to the external hard drive. Access is strictly limited to the purpose of transferring the data to secure servers and deleting it from the device, without any visual inspection of the video content at this stage.

### 2. Data Transmission and Deletion

- Videos stored on the external hard drive are securely transmitted to our own secure servers and/or third-party cloud storage providers (such as Dropbox or Microsoft Azure Storage).
- Upon successful transmission, the videos are permanently deleted from the external hard drive.

### 3. Data Anonymisation

- All videos undergo an anonymisation process in which all identifiable human faces are irreversibly blurred. The anonymisation ensures that no individual can be identified from the processed video.

#### **4. Data Storage**

- Only anonymised data is retained. Storage locations include our own secure servers and/or reputable third-party cloud services (Dropbox, Microsoft Azure Storage) under contractual agreements ensuring compliance with data protection laws.

#### **5. Data Processing**

- The anonymised videos are processed by our proprietary software to extract aggregated shopper behaviour metrics.
- No personal data is used in processing. All outputs are statistical and aggregated.

#### **6. Data Retention**

- Anonymised datasets, containing no personal data, are retained as long as necessary to fulfil contractual obligations to our clients (brands and retailers) and for any additional processing related to the purpose.

#### **7. Lawful Basis**

- Processing is carried out under the lawful basis of legitimate interests, with strict adherence to the principles of necessity, proportionality, and data minimisation.

If you have any questions or concerns regarding the data collection, data processing or handling of recorded data, please contact us at email: [info@shopnosis.io](mailto:info@shopnosis.io).

We may update this document from time to time to reflect changes in our practices or legal requirements.