



DATA FLOW

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 data flow outlines how we collect, process, use and disclose the data.

Data Flow

Collection: 1) Data (videos) are collected by camera glasses during shopping and recorded on the memory in the glasses. 2) Videos are copied from the glasses' memory to an external hard drive and deleted from the glasses. Only authorized personnel have access to the external hard drive with collected videos, solely for the purpose of data transmission and deletion, without visual inspection of the videos.

Transmission and deletion: Videos are copied from the external hard drive to our and/or third party servers, such as Dropbox or Microsoft storage, and deleted from the hard drive.

Anonymization: Data is fully anonymized by irreversible blurring of all human faces visible in the recorded videos.

Storage: Anonymized data is stored on our and/or third party servers, such as Dropbox or Microsoft storage.

Processing: Anonymized data is processed by our software to extract shopper behaviour metrics.

Retention: Anonymized data is for undefined period stored on our and/or third party servers, such as Dropbox or Microsoft storage, for any additional processing required to deliver our services to our end customers (brands and retailers).

If you have any questions or concerns regarding the data flow or the handling of recorded data, please contact us at email: info@shopnosis.io.

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