



Data acquisition, processing and storage

- Shopnosis is an owner of an AI driven software providing advice in retail marketing and planning (the "**AI Product**");
 - In order to provide the services under the AI Product the previous steps need to be performed: (i) shoppers are recruited in store, (ii) recruited shoppers record their shopping via recording camera glasses, (iii) recorded videos are uploaded to Shopnosis's and third party cloud servers, such as Microsoft Azure, located in Europe or USA, (iv) videos are processed using computer vision and AI;
 - Shopnosis provides the end service to its clients alone or with help of a third party in charge of organising the recording at retailers' stores ("**Agency**"), in which case the Agency is being in charge of procuring that the shoppers are compliantly recruited, and that the recording is performed in compliance with applicable regulations and Shopnosis' fieldwork Consent Form;
 - Only Shopnosis is in contractual relation with its clients (retailers or brands), while Shopnosis is in contractual relation with the Agency.
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1. Data acquisition

In data acquisition we apply the elementary principle of GDPR and AI Act, so called *data minimisation* principle. This principle means that only data that are necessary for the purpose can be recorded and processed. Given that audio recording is not necessary for the provision of services under the AI Product, Shopnosis uses camera glasses only to record video data (images) without audio data.

Data recording is performed in compliance with 'Shopnosis fieldwork Consent Form' signed by shoppers recruited to wear camera glasses to record their shopping.

2. Data processing

Since shoppers who wear camera glasses record their entire field of view while in store, they also occasionally record other people in store. That is why all recorded videos are first processed with automated face blurring so that all recorded faces are redacted in the recorded videos. In this way, personal data (faces of people), are removed from the recorded videos before further data processing and storage. After face blurring effectively removes face images from the videos, the data is not anymore considered as personal data according to GDPR and AI Act, and such data can be stored for short term and long term processing.

3. Data storage

Shopnosis stores the recorded videos and data resulting from video processing, as well as intermediate and final results on Shopnosis's and third party storage, such as Dropbox, Microsoft Azure and similar, located in Europe or USA. Shopnosis can further process the stored videos and other data for the purpose of additional AI training and improvement of Shopnosis AI algorithms.