



## PRIVACY NOTICE

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.

We are committed to safeguarding privacy of all people that might be recorded by the glasses and ensuring that personal data is protected. This privacy notice outlines how we collect, use, disclose, and protect any personal data that might be captured by the smart glasses.

### **Types of data collected**

Visual data: videos of individual field of view of the persons who wear glasses. These may include faces of other people when they are visible in the recorded field of view. All recorded faces get blurred in the initial step of our data processing so that the videos that we keep and use for our processing do not contain any visible faces. In this way all data is fully anonymized to protect privacy of all people that might be recorded by the smart glasses.

### **Sources of data**

Data is collected through smart glasses worn by individuals during their shopping activities.

### **Purpose of data collection**

Understanding shopper behaviour and preferences, to improve shopping experience.

### **Data Use**

We process anonymized videos and deliver aggregated anonymized data to brands and retailers to help them improve shopping experience. On their request, we might also share with them anonymized recorded videos for their visual inspection to help them extract further insights about shopper behaviour.

### **Contact Information**

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

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