



DATA PRIVACY & PROTECTION

General data protection regulation with Vision.gl retail technology

Firstly

THANK YOU

for considering us!

At Vision, we are passionate about soothing customer journey pain points. One very effective way to do that is to identify existing issues, by collecting and analyzing customer data.

Personal data can benefit shoppers, in that it helps retailers to provide that personal touch during shopping. But this vital data must be held in the right hands.

The Vision platform aims to give feedback on what is happening in stores so that retailers and/or brands can implement improvements based on what they learn. The right change based on minute details can have an incredible effect on overall customer satisfaction, loyalty and store performance.

We find these insights using a non-intrusive approach that protects the privacy of staff and customers. This is important because both analytics providers and retailers/brands are held responsible (financially and legally) when there is a breach of the data protection laws.

Data privacy should be respected- and because of that, we are GDPR and DPA compliant.

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ABOUT

GDPR

GDPR stands for General Data Protection Regulation, a personal data protection regime covering the European Union (EU).

GDPR focuses on the rights of individuals to protect their personal data, it concerns any organisation who deals in the collection and processing of any data that is linked to a natural person.

GDPR was made enforceable on the 25th of May 2018.

ROLES & RESPONSIBILITIES

when handling personal data

As a shop owner looking to install Vision.gl, you would most likely act as the Data Controller as you would define the purposes for which the data is processed and the means of processing.

Vision would act as the Data Processor. You will provide personal data to Vision.gl for processing. Vision is responsible for the implementation of appropriate and GDPR compliant technical and organisational measures for these processing activities.



DATA CONTROLLER

A natural or legal person, which alone or jointly with others, determines the purposes and means of personal data processing.



DATA PROCESSOR

Person or organisation that deals with personal data as instructed by a Data Controller for specific purposes and services offered to the Controller that involve personal data processing.

How Vision.gl

SUPPORTS COMPLIANCE

Vision.gl supports you by providing details of our technology and solution that will likely influence you, so you can take measures to ensure full compliance with GDPR.

1. We capture snapshots of individuals with video cameras

2. In a fraction of a second the snapshots are converted into a sequence of numbers called data points.

3. The age and gender of individuals is determined, according to use case.

4. Once the data points are attained, the snapshots are immediately and irreversibly deleted.

5. Only the data points are stored for use in our analysis. They are compared and similarities are analyzed. The output of our service never targets individuals, rather Vision displays aggregated trends in customer behaviour over the course of a given timeframe.



FAQ'S

1. HOW DO YOU ENSURE THAT DATA FROM OUR STORES CANNOT BE SHARED WITH ANYONE ELSE?

When setting up your Vision account, you will specify the individuals who will have access to the data produced by the algorithm. Only these people will have the access to the data and the portals. Our support professionals only administer your account. Our technical and operational controls and procedures, which abide by ISO standards, ensure they can never see your data.

2. HOW DO YOU ENSURE GDPR COMPLIANCE?

We take multiple privacy protection measures to ensure GDPR compliance.

- a) The video streams are analyzed in the store, never leaving the space.
- b) We delete all video footage after detection and analysis, to ensure that no personal data of your shoppers are stored either on your site or ours.
- c) Only the data points are stored for use in our analysis. They are compared and similarities are analyzed. The output of our service never targets individuals, rather Vision displays aggregated trends in customer behaviour over the course of a given timeframe.
- d) We do not process biometric information.
- e) Since the purpose is to provide statistics about customers movement and actions within the store, and the purpose is not to uniquely identify customers, we capture and process data with legitimate interests.
- f) We will not exceed the permissible one day limit for storing unique data matrix of any person.

3. HOW LONG DO YOU KEEP IMAGES OF SHOPPERS?

The short time we spend with snapshots is exactly the minimum required amount of time to analyze, collect anonymous data and delete them. Any snapshots captured of customers are deleted as soon as this is completed.

LEGAL

disclaimer

Please bear in mind that nothing here is intended to provide you with, or should be substituted for legal advice. In data protection matters, please always seek the advice of a legal professional qualified to practice in this jurisdiction. Vision.gi expressly excludes liability for using the information contained in this booklet as legal advice.

For more information email michal.terech@green-light.com