

In-store Notice Guidelines

Updated September 2014

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Introduction / Standard Notice

Euclid recommends that clients post in-store notice informing consumers that Mobile Location Analytics (MLA) services are in use.

Ensure consumers are aware that their Wi-Fi equipped mobile device may be detected and that they can opt out if desired.

Wireless signals do not stop at the boundary of a store. Wi-Fi technology is able to sense mobile devices belonging to passers-by. We suggest that clients post notice at the store

entrance to inform passers-by of the collection of MLA data and, where possible, clients should consider locating their wi-fi technology further back from the store front.

To learn more about customer location and your choices, visit smart-places.org.

We recommend using the following language in your signage:

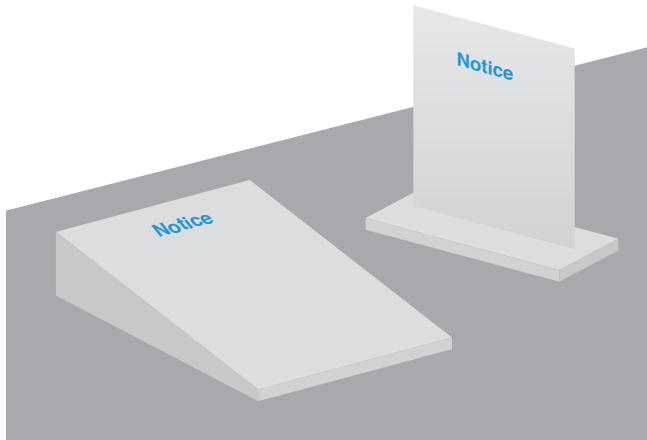
Wireless Location Data Collection Notice

We use Wi-Fi technology to track location analytics. This data is used to improve the store layout and enhance the customer shopping experience. The data collected is anonymous and works by sensing the presence of smartphones. No personal information is collected.



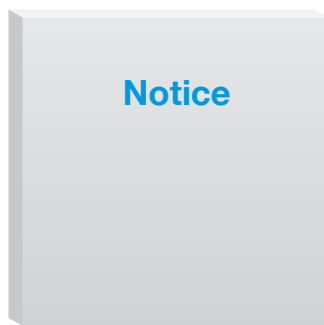
Placement

Your in-store notice should be easily accessible and readable. **More than one notice may be required.** Placement and format will depend on your store and store layout. Here are a few recommendations:



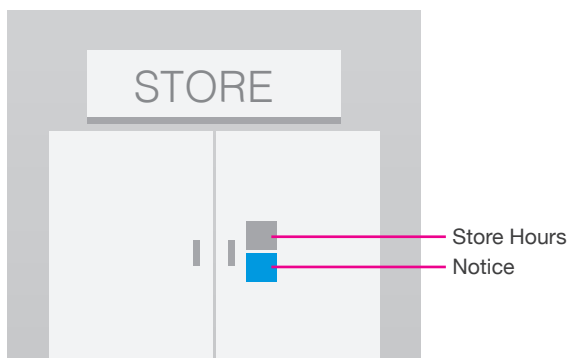
Checkout / countertop

Placing notice at the checkout counter makes it easy for shoppers to see when making a purchase.



Wall plaque

You can also post notice on a plaque in a prominent place inside the store, such as near a main entrance. Make sure it is placed somewhere that most of your shoppers will pass during their visit.

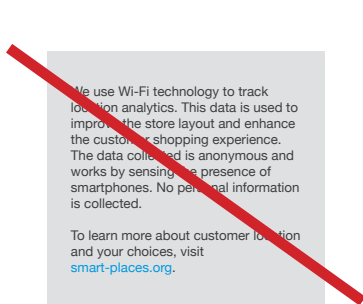


Window / entrance

Placing the notice on a front window or main entrance gives shoppers a chance to be notified before entering the store. Because lighting conditions change throughout the day, it's important to ensure your notice is always readable.

Do's & Don'ts

Make sure your in-store notice is easy to find and easy to read.



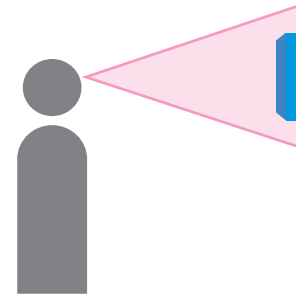
Size

Make sure the notice is large enough for shoppers of all ages to read. Never try to hide the notice in the fine print. We want to inform shoppers, not hide information from them.



Color/contrast

Use text and background colors that are easy on the eyes. It can be particularly difficult to read text on transparent surfaces like glass. Consider the effect of different lighting conditions at different times of the day. If the notice is in direct sunlight, it may fade and require periodic replacement.



Location

Place the notice in a high-traffic location of the store such as near a main entrance or the registers. Make sure the notice is mounted at a comfortable height for reading. To avoid loss or damage to the notice, use durable signage that cannot easily be removed from the store.