

## DISPL Video Analytics and GDPR compliance

First thing that you need to know, our video analytics **algorithm is fully GDPR-compliant**, it doesn't capture, store, or send any personal data of people in front of camera and detects only general information (gender, age, emotions, glasses, headwear, etc.) List of all detected metrics is available [here](#). Information about the GDPR compliance can be found on our website - <https://displ.com/legal/gdpr>.

GDPR-compliance of DISPL's algorithm is assessed and confirmed by DZP (largest law firm in Poland), assessment summary can be found [here](#).

According to the law of the European Union, businesses have to notify visitors that they are being recorded with cameras inside the store. Even though DISPL's software doesn't record video from the connected cameras, **we advise putting a notice inside the store** (in the entrance zone or wherever it is possible) **indicating that video analytics is happening and a QR code with the information about the purposes of it.**



Example of placement



Example for interactive screens or kiosks

To help you, we have prepared samples of such notices that can be used. Please note that **GDPR law doesn't have strict guidelines on how this notice should look like, so it's up to you to choose. You can feel free to create your own design. There are three options of video analytics notices:**

1) Full banner (available [here](#))



VIDEO



**Identity of the controller:**  
[Your company name]

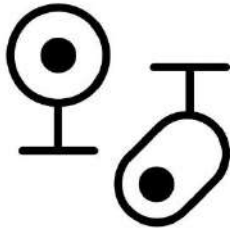
**Contact details:**  
[Address, phone, email of data protection officer]

**Information on the processing:**  
The video analytics hardware and software **does not store media; no images are being recorded.**

**Purposes of video surveillance:**  
To show targeted advertisements (Article 22(2) GDPR) materials and collect quantitative traffic data (Article 6(1)(b) GDPR).

**Data subjects rights:**  
You have the right to assert your rights as a data subject by contacting the data controller. For details on this video surveillance, including your rights, see full information clause in our Privacy Policy available at [\*] and by scanning the QR code on the left and observe your rights under GDPR (<https://eur-lex.europa.eu/eli/reg/2016/679/oj>).

2) Small banner (available [here](#))



VIDEO



Data controller: [insert the name of owner of Venue]  
Video surveillance purposes: to show targeted advertisements (Article 22(2) GDPR) materials and collect quantitative traffic data (Article 6(1)(b) GDPR)  
The video analytics hardware and software **does not store media; no images are being recorded.**  
For details on this video surveillance, including your rights as a data subject, see full information clause in our Privacy Policy available at [\*] and by scanning the QR code on the left or contact us and observe your rights under GDPR (<https://eur-lex.europa.eu/eli/reg/2016/679/oj>).

3) Simple banner (available [here](#))



All necessary files are available via [the link](#).