Addreality end-user functionality GDPR FAQ // GDPR FAQ

1. **What is Addreality solution functionality and business purposes?**

   Addreality is a powerful cloud-based Intelligent Digital Signage (IDS) Solution (IDSs) provided to business with such functionality as gender detection, age detection and traffic detection. The parameters are used as triggers to playback as much as relevant content about products on demo shelves in retail POS according predetermined scenarios.

   As a result of using Addreality, the Client receives the analytical and statistical information in the form of graphs and charts, containing the approximate data about gender, age or quantity of visitors in the place of the Software's described functions application. At the same time, it is not possible to identify specified individuals on the base of the given analytical and statistical information.

   The received data is of probabilistic nature because the determination of the gender or age within the field of vision of the camera is estimated and may be different from real facts in every concrete case. Despite the probabilistic nature, the analytical and statistical data, generated by Addreality, provides an increase of effectiveness in promoted by the Client products and services, as well as improve target sales of advertising content.

2. **How does video analytic algorithm work within Addreality?**

   As a part of Addreality there is a function to use the Client's existing system of video analytics to determine the gender (male of female) and the age (elderly, adult or young) and the quantity of views within the field of vision of the camera. Only the classified parameters are used for statistics and analytics purposes

3. **Does Addreality software make photos and videos of people?**

   Addreality has no function of the given video recording or image shooting, as well as storage of such data as photo, video, audio sequences and others, which would allow to identify specified individuals. The transmission and (or) storage of images (as well as video and (or) audio) is not performed through the Software.

4. **Does Addreality collect or deal with personal data?**

   Face recognition algorithms or other algorithms for the identification of the specified individuals using the data from cameras are not applied in Addreality.

   According to provisions stated above, we can confirm that is not possible to identify natural person and (or) identity of the given natural person using the data, received while using the Addreality Software (not possible for Addreality as well not possible for the Client), because of the factual absence of the any recorded information (data), which might be used to identify the natural person.

5. **Do you have the GDPR Compliance certificate issued by authorised authorities?**

   Addreality Software are currently under GDPR-check procedure of leading world-wide consultancy group.
   The certificated will be provided as far as we get the approval.

Addreality platform GDPR compliance statement // GDPR Statement

Addreality officially states that it achieved GDPR-compliance for itself, Addreality Software and its services and provide all required means for its users and customers to be GDPR-compliant as of today.

Addreality, being a Data Processor in accordance with GDPR (The General Data Protection Regulation), ensure compliance by safeguarding the personal information under its remit and developing a robust data protection regime that is effective, fit for purpose and demonstrates an understanding of, and appreciation of the GDPR.

Now Addreality process all personal data fairly and lawfully, but only for specified and lawful purposes. Addreality endeavor to hold relevant and accurate personal data, and where practical, Addreality will keep these up to date. Addreality will not retain personal data for longer than is necessary, but anyway Addreality will keep all personal data secure.

Addreality respects privacy of its clients and users and is committed to protecting their personal data. For the purposes of informing all users and clients about their privacy rights and how the law protects them, as well as the provisions of data collection and protection, Addreality released to the public its Privacy policy (provided at www.addreality.com).

Additionally, Addreality has undertaken a company-wide information audit to identify and assess what personal information is hold, where it comes from, how and why it is processed. Based on the feed-back from that information check-up Addreality has reviewed its technology platforms to analyze their operation, security, compliance to make sure these meet the requirements of the GDPR. As a result, the all staff instructing process has been updated to comply the GDPR. The implemented breach procedures shall ensure the safeguards and measures in place to identify, assess, investigate and report any personal data breach at the earliest possibility.

Notwithstanding the above Addreality will continuously improve its Addreality Software and other services to better comply with GDPR best practice.