

Model of privacy page for Data Controllers

1. Why are our screens equipped with a camera sensor?

Pikasso Italia S.r.l. uses a camera sensor and the Quividi solution to estimate the number of people passing by and looking at our screens. The Quividi solution also analyzes in real time, attendance by counting the number of objects categorized as people, bodies, faces, age group, gender, and dwell times. It is crucial to note that face detection is a part of the processing activities and involves the identification and categorization of faces within the video stream, constituting personal data.

Users are hereby assured that the technology employed is designed to prioritize privacy by avoiding the use of biometric data for individual identification. Any data processed, including facial features as part of face detection, is solely for the purpose of aggregate audience measurement and analytics, and no attempt is made to personally identify individuals through the captured facial features.

We use this anonymous data to build aggregated audience reports or to play more relevant content and advertising.

We have chosen to use Quividi solution as it fully respects your privacy: no image and no data unique to an individual are ever recorded. Images are processed locally in milliseconds before being immediately and permanently deleted.

Quividi solution complies with applicable EU data protection legislation, including the General Data Protection Regulation (GDPR).

2. How does this technology work?

Quividi solution has been audited by German privacy specialist ePrivacy GmbH, which attested to its compliance with the requirements imposed by EU data protection legislation.

Quividi solution processes the images of a camera sensor to count and analyse, in real-time, the audience passing in front of an equipped screen. Images are processed locally in milliseconds before being immediately and permanently deleted.

The system specifically employs “face detection” technologies, not “face recognition” technologies. Face detection involves the identification of facial features, such as the presence of a face, but does not enable the identification of individuals through the use of biometric data. The system does not store or process biometric data for the purpose of individual identification. Additionally, the system does not permit live access, ensuring that real-time data analysis does not compromise individual privacy.

This system makes it possible to establish audience statistics for an advertisement displayed in real time on the advertising panel, produced according to the following sequence:

- the camera-sensor captures a video stream processed locally in RAM and in real time, using algorithms translating into lines of anonymized data comprising the following data: the number of people, faces, bodies passing in front of the camera, their average attention time, gender, emotions, and the session time. As soon as the images have been processed by algorithms (less than 100 milliseconds), only the anonymized data is stored on the local machine (in random access memory), and no personal identifiable information data relating to individuals are stored;
- this anonymized data is aggregated at the local machine level and stored in this form before being sent to a secure server;
- therefore, only aggregated statistical data are kept after processing on secure servers.



3. What is our legal basis to perform this measurement process?

The processing is carried out on the basis of a legitimate interest of the Data Controller, within the meaning of Article 6.1.f of GDPR for the purpose of obtaining statistical reports necessary, for example, for the improvement of the relevance of the content and advertising.

Such balancing is achieved by minimizing the collection of personal data, by not creating any relevant risk with regard to their use, and by adopting all the measures provided for by the legislation in force and also required by the Data protection Authority (as per provision no. 551 of 21 December 2017).

For more information about the Quividi solution and on your rights, please click here: <https://pikassoitalia.it/privacy-policy/>

For any other information, please contact Pikasso Italia S.r.l. Data Protection Officer: info@pikasso.com