

Product Privacy Sheet

Genetec Retail Sense™

This document is a supplement to the Genetec Privacy Policy available at www.genetec.com/legal/privacy (the “**privacy policy**”) and applies to the following Genetec product (the “**Product**”): Genetec Retail Sense™.

Overview

As part of your use of the Product, you (either you as an individual, or the legal entity that you represent, as applicable; referred to as “**you**”, “**your**” or “**yours**”), or your users, may upload, receive or generate certain information or data (“**Data**”). This document outlines what type of Data is concerned and to what extent Genetec (also referred to as “**we**”, “**us**” or “**our**”) may access, store, use or otherwise process (referred to as “**processing**”, “**process**” or other similar words) your Data.

What type of data will be captured by the Product?

Your Data stored in the Product infrastructure is inaccessible to Genetec or the Internet. Below is a list of the type of data that the Product sends to Genetec’s servers:

Analytics Data: As part of your use of the Product, there are two steps of processing. First, your local system will receive feed from connected compatible sources and will generate analytics Data, including people count, directional flow of people, weather conditions and demographic information. Such analytics Data is then sent to Genetec’s servers for aggregation to create visual representations and correlation between the different analytics Data, in order to provide you with more insight. For clarity, none of the analytics Data contains any of your Data nor personal Data.

User Data: The Product captures user identifiers to uniquely identify authorized users. This includes their name, e-mail address, and contact information that is configured in the Product. We will not have access to this Data as part of your use of the Product.

Usage Data: The Product captures certain non-personal and non-confidential usage Data, such as settings, queries, configuration, and so forth. For clarity, usage Data does not contain any of personal Data. We will have access to your Product usage Data for billing and statistical purposes.

Data ownership, access and retention

You will always remain the owner of your Data. You are fully responsible for the content of your Data, which includes obtaining all rights, consents, authorizations and other approvals from all relevant third parties which may be necessary for you to make available your Data to us as part of your use of the Product, and for us to process your Data in accordance with the terms of our privacy policy and this document.

Your Data will be stored partly on Genetec’s servers and partly in our instance of the Microsoft Azure data centers. To address the concerns of our customers, we make the Product available in various regional data centers around the world. The data center region in which your Data will be kept is determined based on the proximity of your deployment location, out of the selection of data centers locations that Genetec makes available in relation to the Product.

Genetec uses modern encryption standards to maintain the privacy and integrity of your Data in the Product, while in transit and at rest. The Data may be accessed only by the authorized system administrators (which may include your system integrator) and users with appropriate access privileges, as defined by you. Genetec personnel do not have access to any customer Data that resides in the Product. If you ask Genetec to provide support with regards to the Product, our support team will only have access to information that you submit to us as part of your support request or to which you decide to grant us access through the Product. As such, in certain cases, we may ask you to share additional information with us to be able to respond to your request for support.

Your Data will be kept in our data centers for one year following the date of collection. In certain situations, we may enable some customers to procure a different retention period, under such conditions to be agreed upon between you and Genetec.

This document has been last updated on December 2, 2019. The latest version of this document may be found at www.genetec.com/legal/pps-rs. We invite you to subscribe to the legal notifications in our [Email Subscription Center](#) to, among other things, be notified of any major changes to this document.