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To whom it may concern.
Regarding the usage of
3DiVi Face® Demo applications

Privacy Policy

3DiVi Inc. (referred hereafter as "3DiVi") its subsidiaries, authorized VADs, Partners and contributors offer applied software for demonstration and business purposes developed by 3DiVi Inc. in the field of face biometry, combining the functionality of human face presence detection on photo or in video and the analysis of visually observable face characteristics.

Applications based on 3DiVi biometric technologies can include functionality for target audience analysis and advertisement campaigns analytics.

3DiVi technologies are secure by design and provide necessary level of personal data and privacy protection: 3DiVi software at all is not designed with any requirement to either store photos, record videos or transfer that data to external systems, networks, services, databases, data warehouses, clouds etc.

Basic principles 3DiVi technologies are based on can be briefly described in the following way:

1. Initial facial data (face images including photo and/or video) are being processed on the fly on the nearest server to the data source and then are being immediately deleted. 3DiVi does not save photos to any disk or cloud storage, does not record videos, does not store that initial data in memory and does not transfer it outside the processing node or server.

2. 3DiVi technologies acting as near real-time software use computer vision algorithms based on artificial intelligence and machine learning and perform:

- detection of face (face image) presence on the photo or in the video;
- face tracking between video frames until the face remains visible;
- collection of gender-age-emotions statistics of faces which are in the camera field of view;
- estimation of gaze direction and the time of fixing attention in the area of view (e.g. estimated watching time in case of watching ad content).

3. 3DiVi software can also calculate aggregated and/or analytical values like audience size, the overall gender-age distribution, overall and average watching time also storing timestamps of all relevant events.

All the above calculations are being performed with pure anonymized data, so the confidentiality and personal privacy are remained and guaranteed.

Note: 3DiVi software is neither video surveillance nor photo- and/or video capturing and recording system.

In case of any doubts, comments, claims or questions regarding how 3DiVi software works or behaves, please don't hesitate to contact 3DiVi at: *info@3divi.com.*

Sincerely, 3DiVi Team