

Wi-Fi devices counted here

Pedestrian footfall measurement. No-one is identified; nothing is recorded about you.

This area is monitored for **aggregate pedestrian footfall** using passive Wi-Fi sensors. The sensors count the number of nearby Wi-Fi-enabled devices in five-minute time windows; the count is used to understand how busy the area is at different times.

The sensors are passive — they listen only, they do not transmit anything to your device, and they do not access information stored on your device.

- ✓ **What is processed** — for a few minutes only, your device's Wi-Fi address (MAC) is held in the sensor's memory to count it once per time window. It is then deleted on the sensor. It is never stored, transmitted, hashed, or shared.
- ✓ **What leaves the sensor** — only aggregate counts. For example: "12 devices observed in this zone between 14:00 and 14:15." Nothing identifying any individual or device is ever transmitted.
- ✓ **What is not collected** — no name, no app, no audio, no image, no movement path, no return-visit identification, no demographic information.
- ✓ **To opt out** — turn off Wi-Fi on your device while in this area.

[CONTROLLER NAME] is the data controller for this processing.

For more information or to make a request about your data, contact: [CONTROLLER CONTACT — email / phone / web]

This processing operates within the safe-harbour described in the Information Commissioner's Office 2016 guidance *Wi-Fi Location Analytics*. A full Data Protection Impact Assessment is on file with [CONTROLLER NAME] and available on request.

Wi-Fi device counting in this venue

Used to plan staffing, opening hours, cleaning and capacity. No-one is identified; nothing is recorded about you.

To help us plan staffing, opening hours, cleaning schedules, and capacity, this venue measures **aggregate Wi-Fi device density** using passive sensors. The sensors count nearby Wi-Fi-enabled devices in short time windows so we can understand how busy each area is.

The sensors are passive — they listen only, they do not transmit anything to your device, and they do not access information stored on your device.

- ✓ **What is processed** — for a few minutes only, your device's Wi-Fi address (MAC) is held in the sensor's memory so it is not double-counted within the time window. It is then deleted on the sensor. It is never stored, transmitted, hashed, or shared.
- ✓ **What leaves the sensor** — only aggregate counts (for example: "8 devices observed in this zone between 14:00 and 14:15"). Nothing identifying any individual or device is ever transmitted.
- ✓ **What is not collected** — no name, no app, no audio, no image, no movement path, no return-visit identification, no demographic information, no purchase or browsing data.
- ✓ **To opt out** — turn off Wi-Fi on your device while you are in this venue.

[VENUE NAME] is the data controller for this processing.

For more information or to make a request about your data, contact: [VENUE CONTACT — email / phone / web]

This processing operates within the safe-harbour described in the Information Commissioner's Office 2016 guidance *Wi-Fi Location Analytics*. A full Data Protection Impact Assessment is on file with [VENUE NAME] and available on request.