



GS1 Global Attribute Explorer System

Privacy Policy

(Version April 2018)

GS1 AISBL ("GS1", "we", "us", "our") respects the privacy of its users. This Privacy Policy explains how your personal data is collected when using GS1 Global Attribute Explorer, how it is stored and processed, as well as your rights with respect to your personal data. If you have any questions, please contact privacy@gs1.org.

1. Collection & Use of Personal Data

Collecting Personal Data

Through GS1 Global Attribute Explorer ("**Service**"), we automatically collect your limited personally identifiable information so that we can provide the Service to you. When you use the Service, your personal data is collected for registration and security purposes so that you can become a user: name, email address, and password. Without this minimum set of information, you cannot create a user account. In some instances, a user account may be created for you, usually by a colleague in your organisation who requests or creates a user account on your behalf. GS1 and the Service will maintain a record of such registration details. GS1 is responsible as controller of your personal data and will control and process your personal data in accordance with this Privacy Policy and relevant laws and regulations as enacted from time to time.

We process your personal information for certain legitimate purposes, which include:

- where the processing enables us to enhance, modify, personalise or otherwise improve the Service for the benefit of users;
- to identify and prevent fraud;
- enhance the security of the Service; and
- to provide necessary communications and service-related announcements to you about the Service system and features.

Whenever we process your personal data we will ensure that your personal data rights are in high regard and take account of these rights. You have the right to object to this processing if you wish, and if you wish to do so, please contact privacy@gs1.org. Please note that if you object to such processing, it may affect our ability to carry out the above tasks for your benefit.

Use of Personal Data

The personal data GS1 collects allows us to securely provide you access to the Service and inform you of updates or changes to the service, and to access your account and communicate with you in troubleshooting problems with your access to and use of the Service. You may oppose the collection and storage of your personal data at any time by contacting privacy@gs1.org.

Disclosure to Third Parties

GS1 may disclose your personal data to necessary third party processors for the purpose of development. When your personal data is shared for such purposes, it will only be shared for the purpose of improving the Service. Any third party to which personal data is shared, will be subject to processing such data in accordance with this Privacy Policy and as authorised and instructed by GS1.

If required by law, GS1 may disclose your personal data upon request of a public authority and upon receipt of a Court order, or similar, to disclose your personal data. GS1 may disclose your personal data if such disclosure is necessary to enforce the Service Terms of Use.

Retention of Personal Data

GS1 will store and process your personal data for the purposes stated in this Privacy Policy. You are responsible for maintaining the accuracy of your personal data by contacting GS1 to notify it of any changes to or errors in your personal data. GS1 will retain your personal data for the time necessary for the purposes described in this Privacy Policy, subject to extension as permitted by law, and will delete your personal data after such time that it is no longer required.

2. Protection of Personal Data

Security

All information collected via the Service is saved and stored in secure operating environments and is only accessible by authorised personnel. The Service is monitored regularly to ensure that its security is not compromised or violated and that data is not accessed or used improperly. The Service is protected by appropriate security measures as required by relevant laws and regulations to safeguard, prevent loss, unlawful use, and unauthorised access to personal data to the maximum reasonable extent.

3. Your Rights

Right to Information

GS1 recognises the importance of transparency in the ways it processes your personal data. You have the right to obtain information about the source of your personal data (i.e. how it is collected), the purpose for collecting personal data, methods of and reasons for processing your personal data, and identification of the data controller. You can request such information from GS1 by managing your account settings or contacting privacy@gs1.org.

Accessing your Personal Data

You have the right to access your personal data stored by the Service to update, amend and rectify your personal data record. Where such request is reasonable and proportionate, GS1 will provide such service free of charge, however if your request requires disproportionate technical or administrative effort, then GS1 may charge a fee. You have the right to have your personal data erased, noting that without the retention of such personal data, GS1 may be unable to grant you access to the Service.

If you request access to your personal data, GS1 may request verification of your identity to ensure to the fullest extent possible that personal data is not unlawfully disclosed – failure to adequately validate your identity may result in GS1's refusal to allow access to requested personal data.

Objection

You have the right to object, in whole or in part, to your personal data being collected and processed. You have the right to restrict processing of your personal data if its accuracy is contested, or due to a claim of unlawful basis for processing.

4. Contact & Information

This Privacy Policy may change from time to time when reviewed and in compliance with applicable laws and regulations. Your rights under this Privacy Policy will not be reduced without your explicit consent. Where changes are significant, you will be notified by email and/or by prominent notice via the Service.



If you would like further information about this Privacy Policy or your privacy rights in relation to the Service, please contact privacy@gs1.org or by mail to: **Corporate and Legal Affairs, GS1 AISBL, Blue Tower Avenue Louise 326, 1050 Brussels, Belgium.**

