

## **Data Privacy Statement for VISUSTAR go**

The ZEISS VISUSTAR go app supports you in your daily customer service, helping your customers to find, virtually try on and order frames and lenses that match their style and needs at your optician store. The innovative scan process allows you to create a 3D Face avatar of your customer with an iPad pro that he or she can use to try on frames. Using the app, you can help your customer to

- Browse frames for try on and mark favorites
- Create a 3D Face avatar and virtually try on frames
- Select a lens type for the chosen frames and enter prescription data
- Perform centration and order the chosen frames and lenses.

To create the avatar, pictures are taken during a scan process and transformed into the 3D avatar.

### **Apple TrueDepthAPI**

We access iPad Pro Camera and TrueDepth API to Capture the customer Image Depth in order to create 3D Human face Avatar.

### **For What Purpose are we collecting this information from TrueDepthAPI?**

We're collecting this data to create a Human 3D face Avatar, this avatar will be used further to Virtual try on Frames and also used to calculate the centration of that particular tried on frame against the Human 3D Face Avatar.

### **Will the data be shared with any third parties? Where will this information be stored?**

No, this data will not be shared by any third parties and this Human 3D face Avatar along with images captured via TrueDepth API will be stored in ZEISS Secure Cloud Servers.

The following section describes how we collect, store and use your as well as your customers' data.

Before creation of a personal avatar, we recommend that you read our data privacy statement to ensure that you are able to inform your customers likewise and gain their consent to use their data for the above listed purposes. The following data and data categories are collected and used by us:

- Pictures for the creation of avatars, a 3D avatar, and a 2D picture of the created avatar
- Email address of the scanned person to facilitate:
  - Deletion of personal avatar data
  - Connection to the ZEISS Virtual Try-On at home platform if requested
- Lens prescription information – which is not stored but passed securely to the ZEISS VISUSTORE application

To create an avatar, you must enter an email address. All avatar data including the pictures for the creation of avatars, a 3D avatar and a 2D picture of the created avatar is stored on a secured and encrypted ZEISS cloud storage against the given email.

Avatar data may only be accessed by dedicated ZEISS administrators for the period of the app development, for restricted service purposes such as avatar development or centration improvements.

### **Deletion of Human 3D Face Avatar Process**

The app allows deletion of all avatars created using a single email address via a delete function. The delete function automatically deletes all pictures used to generate the avatar as well as the avatar

itself and the email address. Data is fully deleted from the device and storage cloud. It is not possible to undo this action. Deletion can be done via the 'delete Patient avatar' feature by any ZEISS partner Optician offering the Visustar Go product by entering the email address connected with the avatar data. Confirmation of deletion will show live on the screen.

If no earlier deletion is requested, the avatar data will be deleted from the ZEISS storage account automatically 90 days after creation.

### **VTO @home**

Protecting the personal data of you and your customers is particularly important to us. Personal data of your customers transmitted by you to VTO @home will be stored for 90 days during which the customer can take the opportunity to sign up to ZEISS ID. If no registration to ZEISS ID has been made in this time, personal data will be deleted. After registration to ZEISS ID, if a user has not accessed his or her data for three years, we will delete the personal data:

- Name
- email address
- 2D and 3D pictures.

Users may object to the use, processing, and transfer of their personal information at any time by means of an informal written letter addressed to ZEISS or via email. Avatars can also be deleted directly in Virtual Try-on @Home, by unsubscribing from the application in the ZEISS ID account, or by deleting the ZEISS ID account.

In line with the current and valid rules for affected persons, such as the right of access, right to rectification or restriction of processing users can assert their rights at any time. Please use the contact details listed below.

In addition, all general ZEISS data privacy notices available via the following link are valid.

<https://www.zeiss.com/data-protection>

If you have any questions about our data privacy practices, please contact us via:

Chief Data Protection Officer  
Carl-Zeiss-Straße 22  
73447 Oberkochen  
Germany

E-Mail (please do not send confidential content): [dataprivacy@zeiss.com](mailto:dataprivacy@zeiss.com)

Contact data of the responsible business unit:

Carl Zeiss Vision GmbH

Turnstrasse 27

73430 Aalen

Tel.: +49 7361 598-5000

Fax: +49 7361 591-480

[info.vision.de@zeiss.com](mailto:info.vision.de@zeiss.com)

