



## FACT SHEET

# Privacy & Security

How Locatee provides valuable workspace insights in compliance with data protection regulations

As new technologies continue to emerge and reshape the world we live in, topics surrounding data privacy and protection are becoming ever more important. At Locatee, our mission is to empower corporate real estate leaders and decision-makers to make the best possible workplace decisions through the smart use of data.

We are fully committed to the privacy of individual employees and enact strong measures to protect their data and to comply with local and international privacy laws and regulations (for example, EU-GDPR or Swiss Data Protection Law).

Locatee has therefore set up an ISO/IEC 27001:2013-certified information security management system (ISMS) that addresses the relevant data protection aspects and covers all of the company's assets, processes, and services.



## Locatee tracks usage, not people



Based on anonymized data, Locatee Analytics measures the way office spaces are being used by the entire organization. Tracking of individual employee behaviour in the workplace is not possible.

## How Locatee measures office occupancy

Locatee collects information in one of two ways: via the company's Wi-Fi and Ethernet network or, alternatively, through the use of sensors. Wi-Fi and Ethernet can be used to detect connections made to the network from an employee device such as a laptop, tablet, or mobile phone.

In the case of sensors, it is not the devices that are detected, but rather people's movement.

In both cases, Locatee Analytics only displays aggregated information about the device present in a defined area. In this way, the solution provides workspace insights at no expense to employee privacy.

# Locatee's commitment to protecting employee privacy



Locatee is compliant with privacy laws and regulations. In particular, it is created with **GDPR and the Swiss Data Protection Law** in mind.



Locatee strictly adheres to the specifications of the ISO standards relevant to us. **The company has been ISO/IEC 27001:2013 certified since 2021.**



Through internal and external audits, **Locatee ensures that all services are designed securely** and follow state-of-the-art principles.

Locatee aims to minimize the use of personal identifiable data. We have developed Locatee Analytics in such a way that the only personal data required is that of the tool's end users, such as facilities or corporate real estate managers. This means that Locatee can analyze an entire workplace and only process minimal personal data. Here's how we do that:

## Anonymization and encryption of data

With Locatee's strict stance on data protection, we enact strong measures to ensure that limited personal data is processed. The data collected from end user's devices to measure office occupancy is anonymized. The anonymization takes place on customer premises. This means that no personal data related to occupancy is ever transferred to our cloud.

## Data Protection

Regardless of whether it is personal data or non-personal data of a user – all data is protected at all times. Locatee ensures that both data in transit, as well as data at rest is encrypted with state-of-the-art mechanisms. Additionally, a strict access control regime is maintained to assure authorized access only.

## Ownership of data

The information gathered on customer premises is anonymized on the Locatee Gateway before it is transferred over a TLS-encrypted HTTPS REST interface to Locatee's ISO 27001-certified data centers on Google Cloud Platform. The service of collecting, processing, and visualizing data by Locatee has no effect on the ownership of the data, which remains in control of the customer. Locatee does not own, distribute, or sell any gathered information.

## Transparent communication

Locatee firmly believes that more transparency fosters more understanding. Apart from technical and organizational measures, we take care to inform every stakeholder about Locatee's services, policies, and terms and conditions.

# How anonymization works in Locatee

1

## Data is collected from Ethernet, Wi-Fi, and sensors

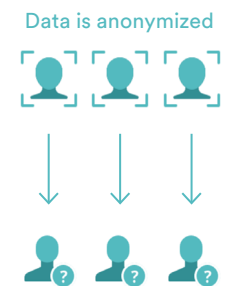
- Data from devices connected to Ethernet or Wi-Fi is collected
- For each connected device the unique MAC address and the timestamp of the measurement is transmitted
- If sensors are used, Locatee receives occupancy data from sensors



2

## Individual user information is anonymized

- All data is anonymized before leaving a customer's premises in the Locatee Gateway by using a one-way hash function
- Because identifiable information is anonymized, this means that it is impossible to connect an employee's current location with historical data
- Once data is anonymized, it is sent to the Locatee Engine in the cloud for further processing and visualization

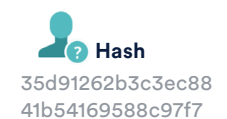


3

## Anonymized data is processed and stored

- Locatee is fully data privacy and GDPR compliant, and no identifiable information is stored
- Whenever historic data is accessed, only information on workplace utilization can be retrieved; no user profiles can be built or deduced

Hashed data is stored



«Safeguarding our employees' privacy is top priority for us. Thankfully, it is for Locatee as well. We have access to valuable insights, but Locatee Analytics still ensures maximum data protection.»

**Carine Bommeli**

Innovation and Projects, Swiss Post Real Estate

Locatee is the leading workplace analytics solution that empowers leaders to make decisions about their real estate portfolio with confidence.

We look forward to hearing from you.

**Locatee**

Albisriederstrasse 243a 8047 Zurich, Switzerland

134 N 4th Street Brooklyn, New York 11249, USA

+41 43 508 52 23

info@locatee.com

www.locatee.com