

# Deloitte Consulting B.V. Privacy Statement

## Introduction

Deloitte provides global, regional, national and/or practice-specific services; each service is administered by Deloitte Touche Tohmatsu Limited ('**DTTL**') or by one of the affiliated member firms or entities related thereto (jointly referred to as the '**Deloitte Network**').

Deloitte Consulting B.V. (hereinafter also referred to as '**we**', '**us**', or '**our**') is a part of Deloitte NSE, the member firm affiliated to DTTL. We are a global organization that handles privacy consciously. We are the entity within the Deloitte Network that has developed AI4Animals and is in the course of activities related to further development or enhancement of AI4Animals (as explained in this Privacy Statement) 'controller' in the sense of the General Data Protection Regulation ('**GDPR**'). In this Privacy Statement we explain how we use and protect the data of the individuals that are directly or indirectly involved with AI4Animals (hereinafter referred to as '**the individuals**').

AI4Animals (hereinafter 'AI4A', 'the Solution') is video analysis software that uses artificial intelligence to monitor how animals are being handled in slaughterhouses. It detects movement of persons, animals and objects and how they interact. Video recordings that potentially contain animal handling issues are automatically selected by the AI4A algorithm and presented through a dashboard to be reviewed by animal welfare officers of the slaughterhouse. If required they are escalated to improve processes and educate animal handlers. This enables slaughterhouse employees to assess the video images and take corrective actions.

AI4A detects a wide range of potential welfare issues, including:

- Human movement - People walking directly against the direction of the pigs can cause stress
- Animal staying behind – AI4A detects one or more animals staying behind for some time, while others continue. This might indicate lameness, exhaustion and injuries
- Mobile stunner usage – AI4A monitors the use of the mobile stunner and whether it has been applied according to protocol
- Bottlenecks - This occurs when a large group of animals are stuck in the runway, causing stress
- Signs of life and consciousness - AI4A detects signs of life or consciousness when the animals should not be alive
- We are continuously co-developing new features with the users of AI4A and our partners.

We point out that this Privacy Statement does not apply to the other services or products provided by other entities within the Deloitte Network.

## Data collection

The personal data that falls within the scope of this Privacy Statement is originally collected by the slaughterhouse you are visiting or where you are conducting your work.

We process the following categories of personal data: Video footage recorded at the slaughterhouse at the unloading and scalding bath area. Throughout this Privacy Statement these categories of personal data are jointly referred to as '**the personal data**'.

Whilst providing AI4Animals, it is necessary to process the personal data of the individuals for the purposes of the legitimate interest pursued by us or by the slaughterhouse. The legitimate interests

are aiding to improving animal welfare in slaughterhouses and being able to deliver an accurate algorithm that is able to detect animal welfare deviations.

The purpose of processing the personal data is to train an AI model to detect animal welfare deviations, in order to improve slaughterhouse processes and educate individuals handling animals. This enables the slaughterhouse to improve animal welfare.

We need to make sure AI4Animals works at all the different slaughterhouse locations it is deployed, in different times of day, different circumstances and different objects present in the footage. Therefore it is necessary to continuously maintain a balanced set of data that includes these different qualities. This allows us to provide a software product that is accurate, so that it brings value to the slaughterhouse and allows improvement of animal welfare. Without this training data we would not be able to deliver AI4Animals.

Our training data is a small subset of images selected from the hours of videos that the slaughterhouse location records. All faces present on the footage are blurred.

We do not (intentionally) collect special categories of personal data. If unforeseen, special categories of personal data are being processed, we will ensure that the appropriate measures are in place for compliant processing.

## Use of data

The beforementioned types of personal data will only be used to provide and develop AI4Animals. We will not use the data for any other type of activity. We will not disclose the personal data to any third party, unless we are obliged to do so by law. There is no automated decision-making, including profiling, involved in the processing of the personal data. The personal data may also be used to protect our rights or properties and, if necessary, to comply with legal proceedings. The personal data is extracted from the client's storage location. This may be outside the European Union/European Economic Area (EU/EEA). Deloitte will store the personal data within the European Union/European Economic Area (EU/EEA).

## Access to data

Individuals wishing to exercise their rights under the GDPR, such as accessing, rectifying or erasing personal data, can contact our Privacy Office through this [contact form](#).

## Retention

We will process the personal data for the period of 1 year after storage in the AI4Animals platform and we will delete it thereafter. The personal data can be retained for a longer period, if this is required either directly or indirectly by law, or by another type of obligation where Deloitte Consulting B.V. is subject to, such as insurance agreements or other contractual obligations. We will make our best effort to ensure optimal data protection measures are in place to make sure that the personal data is securely processed throughout its entire lifecycle.

## Complaints

We make every effort to process personal data in a lawful manner. If individuals are of the opinion that we violate or harm any of their privacy rights, they have the right to lodge a complaint with the Dutch Data Protection Authority ('Autoriteit Persoonsgegevens'). Before turning to the Data

Protection Authority, we kindly request individuals to first inform our Privacy Office through this [contact form](#).

## Contact

If there are any questions or concerns about the processing of personal data in respect of AI4Animals, please contact our Privacy Office through this [contact form](#).

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