

## **PRIVACY POLICY DEVELOPMENT OF OPERATOR ASSISTANCE SYSTEMS WITH ARTIFICIAL INTELLIGENCE**

In accordance with the provisions of the General Data Protection Regulation (GDPR 2016/679, Leitner S.p.A. / AG would like to provide the following information regarding the operator assistance system, equipped with artificial intelligence, installed at this ski resort.

### **Data Controller**

LEITNER S.p.A. / AG  
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### **1. Purpose of the data processing**

Leitner S.p.A. / AG is a company operating in various sectors, including ski resorts. The technological and innovative component is essential to proceed with the development of the above-mentioned system and to offer an innovative service.

The cameras have been installed by Leitner S.p.A./ AG for the development of operator assistance systems that utilize AI and complex algorithms at the stations of pilot plants for the development of Leitpilot. The purpose is to detect regular and irregular events using cameras equipped with artificial intelligence and to ensure a quick response, supporting the human operator and/or through automation, which links an input (e.g., dangerous crowding in the unloading area) to an output (e.g., slowing down the system). The reference plants for the *development* phase are:

- Gauxjoch – Kitzbühel
- Trattenbach- Kitzbühel
- Kaiblinggrad- Austria
- Steinermundl- Italy

Through the installation of the operator assistance system equipped with artificial intelligence, the Data Controller aims to detect regular and irregular events using cameras and audio monitoring, in order to intervene promptly. The scope of supervision through video detection and the described irregular events includes:

- Entry or stay in "no-go" areas: These are areas in the station where access for people/things/animals is not allowed;
- Supervision of the safety bar;
- Supervision of boarding and disembarking;
- Information on the actual occupancy of the seats;
- Supervision of passengers' correct posture, dangerous movements, to prevent falls, unnecessary stops, and crowding in the unloading areas, and to implement necessary interventions on the system (e.g., slowing down).

For the purposes of this notice, the system can ideally be divided into two parts:

- Image detection system through cameras;
- Application of operator assistance systems that utilize AI and complex algorithms in the pilot plant stations for the development of Leitpilot, for the recognition of certain situations/behaviors, from which an effect determined by artificial intelligence results.

**The cameras do not perform biometric detection.** The processing concerns the images captured by the cameras in the absence of any biometric detection of the person being filmed: The Data Controller's interest lies in the detection of movements classified within the artificial intelligence system, not in the identity of the person captured. This is not the processing of special categories of personal data (Article 9 of EU Regulation 2016/679), but solely the processing of common personal data regarding the images captured by the cameras.

Furthermore, there is no possibility for Leitner to identify the individual associated with the skipass accessing the system: The Data Controller does not have access to any personal data related to the skipass.

**The Data Controller also specifies that the cameras will not be used for any other purposes other than those described in this document.**

## 2. Legal basis for data processing

The legal basis for data processing is the Data Controller's legitimate interest (art. 6 par. 1 letter f) of General Data Protection Regulation 2016/679. The installation of cameras equipped with an artificial intelligence system falls within the legitimate interest of the Data Controller, for the continuous improvement of its services.

The legitimate interest of the Data Controller has been evaluated through a balancing of interests conducted within the framework of a LIA ("*Legitimate Interest Assessment*") as part of the data protection impact assessment ("*DPIA*", pursuant to Article 35 GDPR. The data subjects benefit from the processing as it allows for a faster response aimed at ensuring passenger safety. The detection of hazards through cameras equipped with artificial intelligence is faster compared to similar tasks performed by a human operator, to whom it provides support in the first phase. In the second phase, automation also ensures that when a danger to passengers is detected, an automatic response is triggered by the system.

## 3. Conservation period of the personal data

The data retention will be limited to the system development phase, a period deemed necessary by the Data Controller within the framework of its accountability, after which the data will be anonymized.

## 4. Methods of processing personal data

The cameras are visible live on a screen at the valley station, as well as by the developers of Leitner, in relation to the purpose of the processing mentioned above. The processing is carried out exclusively in digital form, both in relation to the image capture through cameras and during the development phases of complex algorithms, with the application of Artificial Intelligence (AI). The processing will be carried out only by authorized personnel for the performance of the processing activities. The images will not be transferred to countries outside the EU. Image recordings are made and stored on dedicated NAS devices located on the ski resort system. As part of the processing, the Data Controller collaborates with external entities that act as external data processors, or operate independently as separate data controllers.

Additionally, appropriate notices have been installed before entering any area where cameras are located.

## 5. Rights of the data subject (Articles 15-22 Regulation (EU) 20167679)

You may contact the Data Controller without any particular formalities in order to request information and clarifications, as well as to exercise the rights granted to data subjects under the GDPR, provided the requirements set forth by the regulations are met (including, in particular, the right of access to the data).

If no answer is received within the deadline of 30 days from submitting the request, with the exception of a justified extension up to 60 days for reasons due to the complexity or high number of requests, the data subject may lodge a complaint with the Data Protection Authority or send a petition to the judicial authorities.

Leitner S.p.A. / AG is available for any further questions or information.

Vipiteno, 21.11.2024

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### LEITNER AG / SPA