

Privacy and data handling

What stays on the device, what leaves it, and who can see it.

Insights, not images.

01 What happens to the video

02 Privacy by design

03 Where your data lives

04 Who can see what

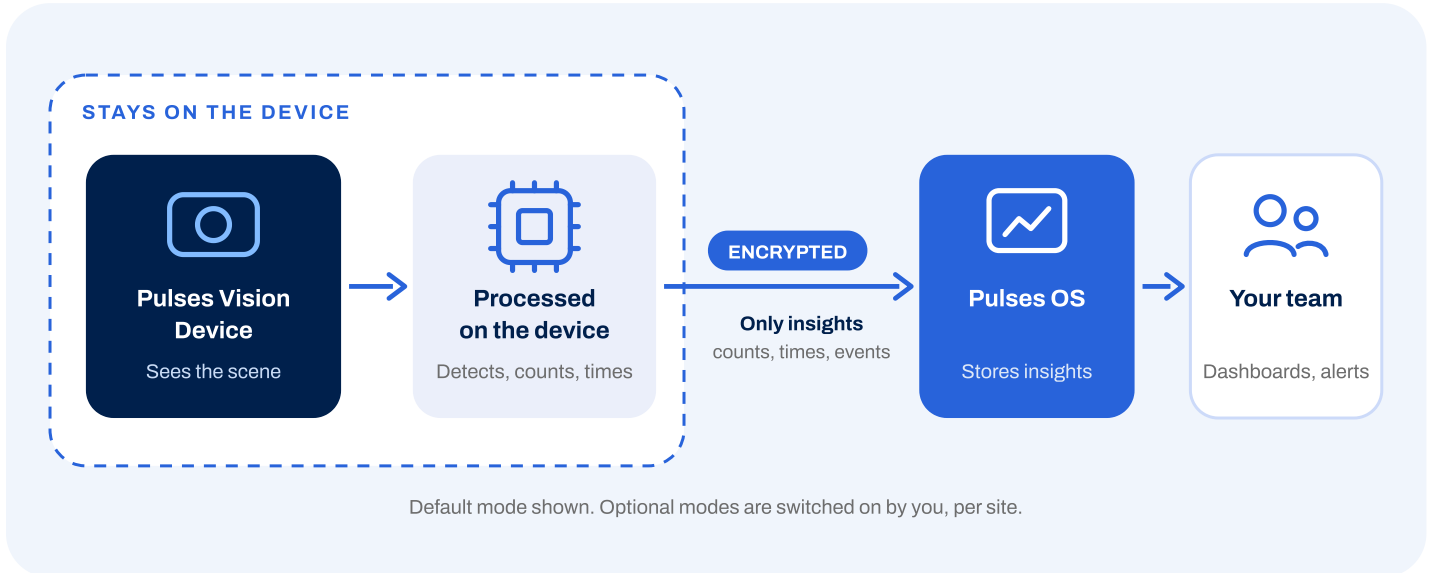
05 In automotive service

06 Talk to our team

01 · THE DATA PATH

What happens to the video

Video is processed where it is captured. Only insights move on.



STAYS ON THE DEVICE

- Video frames, processed in memory
- Frames not written to disk by default
- Images not sent by default

LEAVES THE DEVICE

- Counts and flows
- Dwell and stage times
- Events that need attention

You choose the mode

DEFAULT

Anonymous analytics

Aggregated counts, times and flows. No identities.

OPTIONAL

Return-visit insights

Site-scoped IDs that rotate, for repeat-visit trends.

OPTIONAL

Identity at approved points

For access points you approve. Matching stays on your site.

02 · BUILT IN

Privacy by design

Protections in the device, the connection and the platform.

**Processed on the device**

Recognition runs where the video is captured.

**Frames not stored**

Video stays in memory, not written to disk by default.

**Anonymous by default**

Aggregated metadata, unless you switch on more.

**Encrypted in transit and at rest**

Device-authenticated connections.
Encrypted storage.

**Access by role**

People see what their role needs.

**Retention you set**

Time-boxed by default. Deletion reaches backups.

Security at every step

01**Device**

Device identity held in secure hardware.

02**Connection**

Encrypted, and only to approved destinations.

03**Platform**

Encrypted storage, access by role, an audit log.

**Insights, not images**

Your team works from counts, times and events. Video stays where it was captured.

Where your data lives

Three ways to run Pulses OS. You choose where insights rest.



In every option, video is processed on site. Only insights move on.

MANAGED BY PULSES

Pulses Cloud

Runs in Microsoft Azure, UAE North and UAE Central. Your data stays in the UAE.

YOUR CLOUD

Your Azure tenant

A dedicated instance in your own Azure subscription, in the region you choose.

ON YOUR PREMISES

Pulses Appliance

Pulses OS on an appliance at your site. Works with your existing CCTV feeds, too.

	Pulses Cloud	Your Azure tenant	Pulses Appliance
Where insights rest	Microsoft Azure, UAE regions	Your Azure subscription, region of your choice	Your premises
Where video is processed	On the Pulses Vision Device	On the Pulses Vision Device	On site: the device or the appliance
A good fit for	Fast starts and multi-site rollouts	Teams standardised on Azure	Sites that keep everything on premises

Cross-border transfers are not part of the standard setup. Where your arrangement needs one, it is agreed with you in writing first.

04 · ROLES AND ACCESS

Who can see what

You decide the purpose. We process to your instructions.



You decide

As the data controller

- Purposes and the modes in use
- Signage and privacy notices on site
- Assessments for each site
- Who in your team has access
- When data is deleted



Pulses delivers

As the data processor

- Purpose settings enforced in the platform
- Notice and signage templates
- Technical detail for your assessments
- Encryption, access control and logging
- Deletions carried out, with a record



A clear audit trail

Access and admin activity is logged. Export the log to your security tools.

COMPLIANCE SUPPORT

Ready for your review

Impact assessments

Technical detail and mitigations for each site.

Sub-processor list

Shared on request, with regions.

Incident notice

We inform you without undue delay.

Data requests

Deletion support where identifiers exist.

Standards GDPR compliant.

05 · THIS USE CASE

In automotive service

What this use case processes, and what it sends on.

ON THE DEVICE

- Each vehicle is recognised as it drives in
- No gate, no barrier, no tag on the car
- Recognition runs on the device

SENT TO PULSES OS

- Arrival and stage times for each vehicle
- Vehicles over their stage target
- Counts in each stage, across the day



Plates masked on screen

Your team sees the vehicle's journey, with the plate masked.

Questions from your security team?

Questionnaires, data processing terms and assessments.

pulses.ai/company/contact