

# Audience measurement is in use

This location uses privacy-first measurement to understand aggregate footfall, dwell, attention, and screen performance around digital signage.

## What this system measures

- Aggregate people counts
- Dwell and attention around screens
- Optional audience composition outputs in aggregate only

## What it does not do

- No facial recognition or identity matching
- No individual tracking or emotion recognition
- No raw video retention in standard SignIQ reporting

## Before you display this notice

- Add the venue or operator name
- Add a privacy contact and policy URL or QR code
- Check the wording matches the enabled outputs

Questions about this deployment should go to the venue or operator responsible for this location.