



**This notice** describes how Amazon EU S.à.r.l. as a data controller collects and processes your personal information when you visit stores operated by third-party retailers ("**Retailers**") that use Just Walk Out technology by Amazon. For information about how Retailer stores operate and how Retailers use your personal information as a separate data controller, for example to charge you for your purchases and provide your receipt, please refer to their relevant notices.

**Controller of personal information:** Amazon EU S.à.r.l., 38 avenue John F. Kennedy, L-1855 Luxembourg (Share Capital: EUR 37,500). Registered in Luxembourg: RCS Luxembourg No: B-101818; Business Licence Number: 134248; Luxembourg VAT Registration Number: LU 20260743 **UK Registered Branch:** 1 Principal Place, London, Worship Street, EC2A 2FA. Company No. FC032354; UK Establishment No. BR017427; UK VAT Number: GB 727255821 ("**Amazon**").

**About Just Walk Out technology:** This technology helps determine the items that you and your guests select, so you can get in and out of the store quickly. Each time you shop at a Retailer store you'll need to provide some information (e.g. presenting a payment card). When you or your guests take items off the shelves or put them back, the technology adds or removes those items from your 'virtual cart'. When you leave the store, you'll be charged by the Retailer for the items you and your guests have taken.

**About your personal information:** When you visit a Retailer's store Amazon uses personal information about you to provide, operate and continually improve the Just Walk Out service, and these purposes include:

- **Accurately identify the products you've selected.** We process information about your shopping trip, including camera footage in Just Walk Out stores to identify the products you and your guests select.
- **Assisting Retailers to charge you for the products you and your guests select and send your receipt.** We process the product information, payment card information, billing information, and email address (if you share it with us).
- **Assisting Retailers to process refunds you request.** We process your order history and your payment card information.
- **Link your transactions in-store with your payment card.** We link your transactions in Retailer stores with your payment card information and email address (if you share it with us).
- **Prevent payment card fraud, abuse and theft in Retailer stores, and improve Amazon's general fraud management.** We process your payment information and transaction history on Amazon's online and physical retail services and in Retailer stores.
- **Troubleshoot and improve the Just Walk Out service** using transaction information and information about your shopping trip (which may include camera footage) to make the technology more accurate and reliable.

Amazon processes personal information as described above to meet its legitimate interests in providing Retailers' customers an efficient, frictionless and delightful store experience, as well as the best possible service to Retailers.

Once you've left the store, Amazon retains your personal information for as long as is required to fulfil the relevant purpose(s) described in this notice.

Amazon shares your personal information set out above with Retailers in whose stores you shop, who use this information as separate controllers. If you choose to share your email address with us, we'll share it with any Retailer in whose stores you shop with the same payment card to help you get a receipt. In addition, Amazon's Privacy Notice ([amazon.co.uk/privacy](https://amazon.co.uk/privacy)) explains how Amazon may share your personal information with Amazon.com, Inc. and the subsidiaries that Amazon.com, Inc. controls (that are either subject to the Amazon Privacy Notice or follow practices at least as protective as those described in the Amazon Privacy Notice).

If you would like to exercise your access or deletion rights in relation to personal information Amazon processes as a data controller for the Just Walk Out service, go to [www.justwalkout.com/request-data](https://www.justwalkout.com/request-data).

If you have any concerns about privacy in relation to the Just Walk Out service at Amazon, please contact Customer Service with a thorough description and we'll try to resolve the issue for you. The data protection officer for Amazon can be contacted at [eu-privacy@amazon.co.uk](mailto:eu-privacy@amazon.co.uk). You can also file a complaint with our principal supervisory authority, the Commission Nationale pour la Protection des Données in Luxembourg, the Information Commissioner's Office, or with another local authority.

**More information:** You can find additional information about how Amazon secures your personal information, how Amazon may transfer your information outside the European Economic Area and the UK, and other information regarding privacy at Amazon in the Amazon Privacy Notice ([amazon.co.uk/privacy](https://amazon.co.uk/privacy)).