

Data Ethics Policy

To give the customer the best shopping experience, We have a strong focus on digitalisation and the opportunities digitalisation brings. As our digitalisation needs are increasing, we have adopted four data ethical principles to ensure transparent guidelines regarding the handling of our customers' and business partners' data.

It is important that our customers get the best experience when they visit our stores, and this should also apply when they use our digital solutions. At the same time, it is of high priority for us that we give our customers security and protect private data when it is handed over to us. Likewise, we must handle data from our business partners in a way that it is only used for the purposes that have been agreed upon.

As a result, we have developed four data ethical principles in line with our values to clearly express our approach to data ethics across our digital platforms. In the development and design of digital solutions, we include the data ethical principles to be transparent about the purpose and use of data.

Principle #1

The good customer experience and artificial intelligence

We believe that creating digital solutions that target the individual customer's needs creates better customer experiences. But at the same time, we are aware that data is only used to support the targeted customer experience, that no more data is collected than necessary, and that data must not influence choices or decisions nor delineate customers' or business partners' decisions.

Principle #2

Data is valuable

The data we collect is only used for the purpose we provide and for which consent has been given. This should be seen both as an expression of the fact that we do not want to profit from data and that we do not disclose information collected via our digital solutions. Our customers' data is safe with us.

Principle #3

Data ethics in motion

The perception of good data ethics is in constant motion, and the same goes for our work with data ethics and our principles. We have therefore incorporated procedures that allow us to continuously revisit the decisions and considerations on which this policy is built. By doing this, we ensure that we not only assess new initiatives based on the reality we find ourselves in but are also able to assess previous data ethical issues and decisions in a future light. At the same time, it is important to us that our customers get full transparency in relation to any changes in our approach.

Principle #4

Handling of and access to data

We make every effort to ensure that the handling of our customers' data is secure and confidential. This means, of course, that employees who work with personal data have full duty of confidentiality and are required to sign a declaration of confidentiality, which is an additional agreement to the employment contract. REMA 1000 has a grievance mechanism that can be used anonymously to draw attention to any circumstances that may pose data ethical risks. There are also fixed procedures for how we handle data.

