

Rights Relating to Automated Individual Decision-Making Including Profiling

Individuals should not be subject to a decision based solely on automated processing, including profiling, which produces legal effects or similarly significant effects concerning him/her without additional measures



Automated Processing

Automated Processing is Processing which is carried out solely by automated means with no human involvement.

Examples include:

- A fully automated system that decides whether to award a loan to an individual
- A fully automated recruitment aptitude test which uses pre-programmed algorithms and criteria



Profiling

Profiling is a form of automated processing consisting of the use of personal data to evaluate certain personal aspects relating to an individual, in particular to analyse or predict that individual's performance at work, economic situation, health, personal preferences or interests.

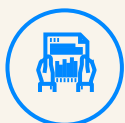
Examples include:

- Automated decisions about credit limits, based on analysis of spending habits and location
- Targeted online advertising

Individuals when subject to automated decision making and profiling must be able to:



Express their point of view



Request for an explanation and if required challenge the decision



Object to the automated processing and/or demand human intervention

