

# Ensuring Privacy Protection in IoT Devices: A Look at Milesight's VS125 AI Stereo Vision People Counter

XIAMEN, FUJIAN, CHINA, March 27, 2025 /EINPresswire.com/ -- 物联网行业正在快速增长，对智能解决方案的需求达到了前所未有的高度。根据 Fortune Business Insights 的预测，到 2032 年，全球市场预计将达到 4,062.34 亿美元，其中人口计数解决方案市场将发挥关键作用。人口计数器广泛应用于零售、智能建筑和公共空间，以提高运营效率、资源分配和安全性。

In the rapidly growing Internet of Things (IoT) industry, the demand for intelligent solutions has reached unprecedented heights. According to Fortune Business Insights, the global market is expected to reach \$4,062.34 billion by 2032, with the people counting solution market playing a key role in this growth. People counters are widely used across various industries, including retail, smart building, and public spaces, to improve operational efficiency, resource allocation, and safety.

As businesses deploy people counters in large numbers, privacy issues have emerged. Tracking, counting, and analyzing individuals' movements and behaviors can result in the collection of sensitive data. Since the implementation of the General Data Protection Regulation (GDPR) in 2018, the EU has set a global benchmark for privacy protection. To comply with this regulation, businesses must not only implement technical measures to safeguard data but also navigate increasingly complex compliance requirements.



VS125 AI Stereo Vision People Counter GDPR Guideline



VS125 AI Stereo Vision People Counter Certificate

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The collection and processing of sensitive data are regulated by privacy laws such as the GDPR, which require strict privacy protection measures, including minimizing data collection, ensuring data accuracy, providing transparent data usage policies, and granting individuals control over their data. Businesses that fail to comply with these regulations could face severe penalties.

At the forefront of addressing these challenges, Milesight, as a leader in IoT solutions, remains committed to enhancing operational efficiency while safeguarding privacy. Milesight's People Sensing Series combines cutting-edge technology with a strong commitment to privacy protection. Its products include AI-driven algorithms, binocular vision, radar, and time-of-flight (ToF) sensing. Through these advanced technologies, Milesight provides solutions to improve operational efficiency across industries while adhering to the highest privacy standards and ensuring data protection.



Milesight people sensing product series



The General Data Protection Regulation (GDPR)

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As a GDPR-certified AI stereo vision people counter, [Milesight VS125 AI Stereo Vision People Counter](#) incorporates stringent privacy protection measures in its design, addressing the privacy challenges of IoT devices. This device combines binocular stereo vision technology with AI algorithms to accurately count people with 99.8% accuracy and identify individual attributes (such as gender, children, employees, etc.) for behavioral analysis. Milesight VS125 focuses on protecting personal data and perfectly demonstrates how to provide actionable insights while safeguarding privacy.

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Milesight VS125 supports different image preview modes to maximize privacy protection:

- Depth video stream mode: Avoids privacy issues while providing dynamic scene and person visual information.
- Black-and-white single-frame image mode: Displays a scene image only when no one is present, with no real-time video.
- No image mode: Completely eliminates images, drawing detection lines and areas based only on historical and real-time trajectories.

## Access Control and Data Encryption

**Access control:** Milesight VS125 ensures that only authenticated users can access the device and data through HTTPS and digest authentication mechanisms, preventing unauthorized access and data leaks.

**Data encryption:** When transmitting and storing personal information such as user passwords, Milesight VS125 uses strong encryption algorithms (e.g., SHA256) and secure transmission protocols (e.g., TLS, HTTPS) to ensure data confidentiality and integrity.

## GDPR Compliance

### Article 5 Principles relating to processing of personal data

Milesight VS125 only collects the personal information necessary for performing core functions, such as body contours and movement trajectories, ensuring data minimization. All data is only used for the purposes explicitly disclosed to users, ensuring transparency and legality. Data storage and processing are done on the device, and users can manually delete data, maintaining full control over their data.

### Article 6 Lawfulness of processing

Milesight VS125 adheres to the principles of lawfulness, fairness, and transparency, clearly informing users about data collection methods and purposes, and providing simple mechanisms for users to withdraw consent, ensuring compliance with GDPR.

### Article 25 Data protection by design and by default

Milesight VS125 integrates data protection principles into its design phase, ensuring that devices and services are inherently compliant with data protection requirements, minimizing personal data processing.

### Article 32 Security of processing

Milesight VS125 implements industry-standard security measures, including personal data encryption, access control, and regular security audits to ensure data processing security.

Milesight VS125 features adjustable installation height and device cascading support, enabling extensive and precise data collection for large venues such as buildings, malls, and retail stores.

## Smart Building and Retail Applications

**Building Management:** In smart buildings, particularly in office spaces, Milesight VS125 AI Stereo Vision People Counter helps optimize space utilization by monitoring personnel density in meeting rooms, office areas, break rooms, and workstations in real-time, avoiding unnecessary energy waste. It can accurately count people flow with an accuracy rate of 99.8%, while fully protecting privacy. When traffic changes, Milesight VS125 can also adjust the HVAC system accordingly.

**Retail Optimization:** In the retail industry, Milesight VS125 provides precise traffic analysis for stores, helping businesses optimize layouts, adjust product displays, and improve operational efficiency. The device analyzes attributes such as gender, age group, and employee recognition, helping businesses understand customer shopping behavior, preferences, and potential

influencing factors, thus improving marketing decisions and personnel deployment.

□Public Services: In public facilities such as banks, museums, and churches, Milesight VS125 effectively manages foot traffic, enhancing security and service quality. The device ensures data security and protects visitor privacy through encryption, access control, and regular security audits. Its advanced AI functions not only improve service efficiency but also optimize resource allocation and enhance the visitor experience.

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As a leader in the IoT field, Milesight is dedicated to providing high-quality smart device solutions while placing a strong emphasis on privacy protection and data security. Milesight's People Sensing solution, leveraging its strong technological capabilities, helps industries optimize spaces, improve operational efficiency, and allocate resources effectively from the perspectives of people counting, space occupancy, and individual care, driving intelligent decision-making. Milesight sets the standard for empowering businesses while safeguarding privacy by combining technological advancements with robust privacy protection features.

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2. KPMG: Consumer Loss Barometer, Published 2019.
3. GDPR Full Text: Official EU Regulations, Available at: <https://gdpr-info.eu>

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