

Brambles

**e-Privacy
Regulation and
Supply Chain**

December 10, 2021



**Pioneering
Regenerative
Supply Chains**

Brambles

CHEP

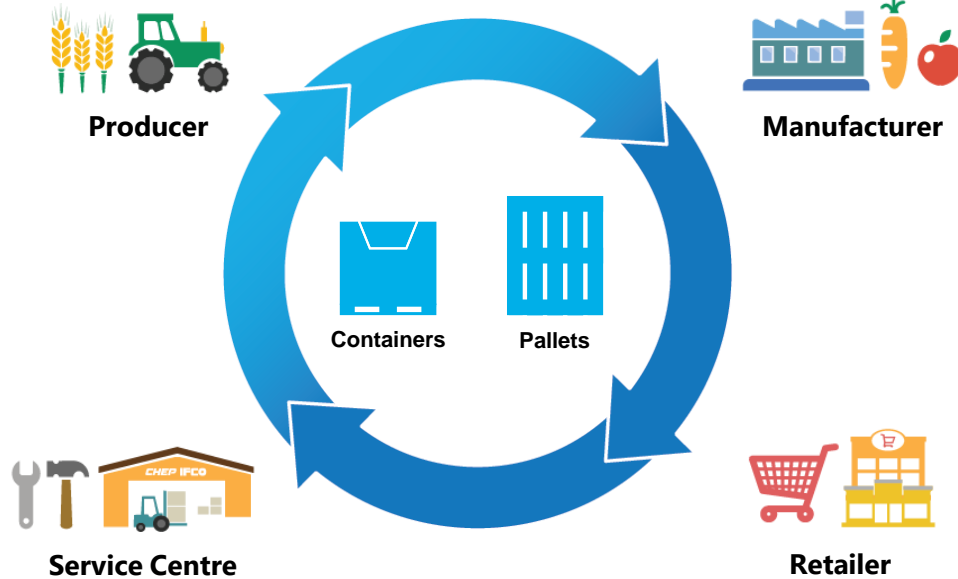
A Brambles Company

345 million
reusable units

60+
Countries

12,000
Employees

+500K
Collection Points



CHEP

A Brambles Company

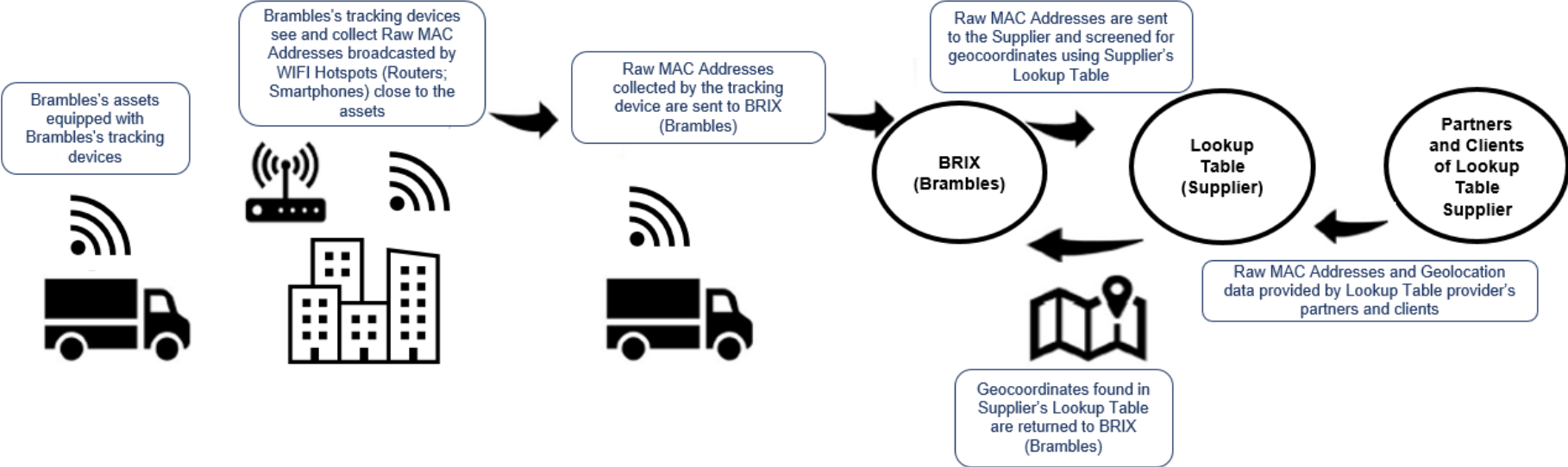
SERVICE

REUSE

SHARE

How WIFI tracking is used for asset tracking

Data Flow



The legal and regulatory situation

Current framework and the impact of the e-Privacy Regulation

- Currently aligned with **e-Privacy Directive**
- Machine-to-Machine communication is also exempt from the e-Privacy Regulation (Recital 12 – EU Council version)
- **EU Parliament & EU Council Art. 8.2 + Recital 25** e-Privacy Regulation allow statistical counting & purposes by way of an exception
- Asset tracking in supply chain & logistics industry is unprotected, impacting not only Brambles but supply chain customers and, ultimately, individuals
- Currently, there is no suitable alternative technology

Thank You

