

## 4. PROFILES ELABORATION

Profiling is the **processing** of data to evaluate certain personal aspects of an individual; in particular, to analyse or predict aspects of that subject's personal preferences, interests, reliability, behaviour, location, or movements. For example, when you browse the Internet, certain *cookies* track what the person is browsing to determine what his preferences are and show him personalized ads.

The management of pay-as-you-throw (PAYT) waste charge can lead to the development of behavioural profiles of people using the waste collection service. Specifically, the analysis of the data generated in the provision of the service, associated with the person who uses the service through the address, allow to establish the routines or preferences of the people affected in the use of the service. That is, it allows you to evaluate certain aspects of your behaviour.

These profiles can end up having significant effects, and even legal effects if a pay-as-you-throw system is applied (for example, determining whether or not a bonus is applied) or if the data obtained is used to control how waste is deposited (for example, if poor separation collection is penalised). In such cases, these effects should be necessary to enter into or execute a contract between the data subject and a controller; which is provided for by EU or Member States law; or based on explicit consent.