

Owned Data



Data created by our employees, measured by our systems or collected for us by external service providers and completely as well as exclusively owned by us.

Earned Data



Data of our customers and partners (also known as first party data), obtained through our marketing, sales, distribution or service channels. Furthermore we have limited rights of use (e.g. due to data protection regulations) for this data as well as we cannot be sure that we do have this exclusively. Earned data can be for example collected by using so-called data traps: customers and/or partners provide their data in exchange for using a particular service or to get an already used service in a more personalized way.

Raw data

Derived data

Link data

Utilization 

Link data

Derived data

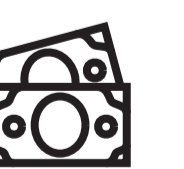
Raw data

Public Data



Data freely and publicly available but maybe subject to legal restrictions (e.g. open data). Furthermore we do not have this data exclusively.

Paid Data



Data obtained from partners, data brokers and/or data marketplaces, either by purchasing or receiving in exchange for our own data or other services. Furthermore we neither have comprehensive nor exclusive rights of use for this data (second party data and/or third party data).