

LattIQ [*Lat·tik*]

(abbr.) Full Stack Trust

Frequently used in conversations by chief data officers, marketers and risk analysts when referring to transparent, compliant and actionable data

Chapter #1



#1

TRANSPARENCY

REMOVES

GUESSWORK



Data Sourcing

Proprietary 1P datasets from:

- **Curated** publishers that generate data ethically as part of their core business
- **High coverage** horizontal platforms to guarantee superior match rates
- Enterprise grade publishers that record **User consent** and treat data accordingly

For Consumers

Consent

Consent parameters as boundaries:

- **Purpose** of data usage as per consent artefact at a granular level. All, some or none of the allowed purposes
- **Time** horizon of activation in line with validity and expiry of captured consent

For Consumers



Lifecycle

Event-level observability for publishers across the entire lifecycle:

- Data **Access**
- Data **Movement**
- Data **Replication**
- Data **Purging**

For Publishers



Usage

E2E accountability on how data gets used:

- Track **Data fields** being accessed
- See **Where** your data was activated
- Measure activation **Volume** at endpoints
- Flag **Anomalies** or misuse with audit logs

For Publishers

Governance isn't the
cost of collaboration

It's the reason collaborations work.