

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 #2



#2

CONTROL
PUTS YOU
IN CHARGE



Model Flexibility

Whitebox modelling to:

- **Bring your own target** values to finetune model training
- **Build custom models** that are specific to your user base and behavior
- **Choose model frameworks** with stable performance across time & cohorts

For Consumers



Outcomes

Objectivity that is built-in:

- Only use the set of attributes with **Best Proven Uplift** in testing phase
- Enrich snapshot data from the past for a **True Backtest** on your desired dates
- No “*pre-built bundles*”, no “*preferred publisher*” advertisements or bias

- Tru

For Consumers



Discovery

Choose who can use your data:

- **Blacklist** specific industries, use-cases, players that may pose competitive risk
- **Whitelist** specific players who you have a collaboration agreement with
- **Private marketplace** (PMP) with full control to address any reputation risk

For Publishers



Purpose

Limit usage at a data-item level:

- For a list of **Pre-defined purposes** among all supported use cases
- By **Filtering data at source** from users who have given consent only for limited set of purposes

For Publishers

Governance isn't the
cost of collaboration

It's the reason collaborations work.