

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 #3



#3

SECURITY
PROTECTS
WHAT MATTERS



User Identifiers

Keep identity of your users safe:

- **Secure match** over a one-way SHA256 hash to prevent any reverse engineering back to PII supported by all partners
- **Cohort Level Modelling** based on user behavior on your platform instead of a deterministic match

For Consumers



Training Labels

Keep your decisioning data secure:

- **Encryption** for storage as well as in-transit data flows
- **ISO27001: 2022 certified** platform for enterprise-grade data handling
- **Coming Soon:** Deployable app on AWS so data never leaves your environment

- Tru

For Consumers



Raw Data

Row-level data remains untouched:

- **Secure aggregation** at source in line with whitelisted query templates
- Only **Aggregate user behaviors** are used as features in modelling
- **Coming Soon:** Privacy budget accounting to prevent granular queries

For Publishers



User Behaviours

Protect users from linkage attacks:

- **EDA Suite** for comprehensive analysis without looking at user level behaviors
- **No download access** to user level features for consumers
- **Abstracted model decisions** flow out, your feature contributions remain secure

For Publishers

Governance isn't the
cost of collaboration

It's the reason collaborations work.