



Datos

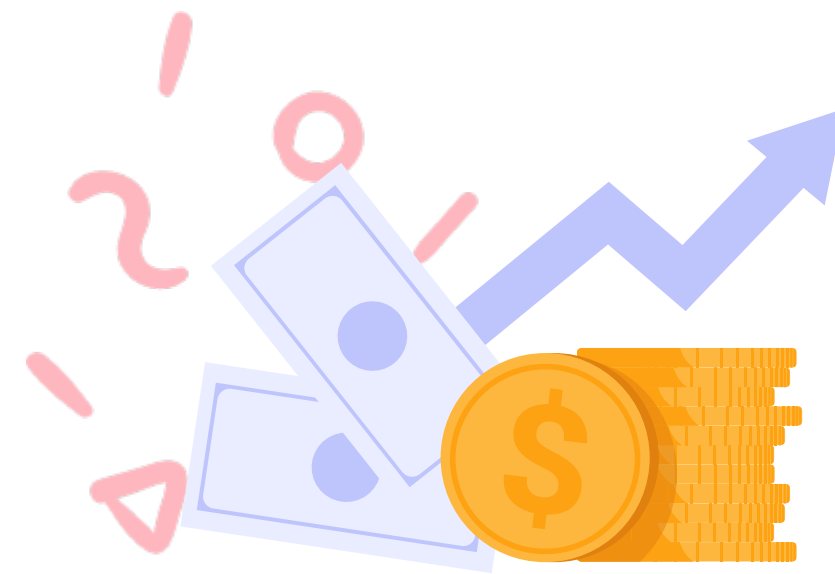
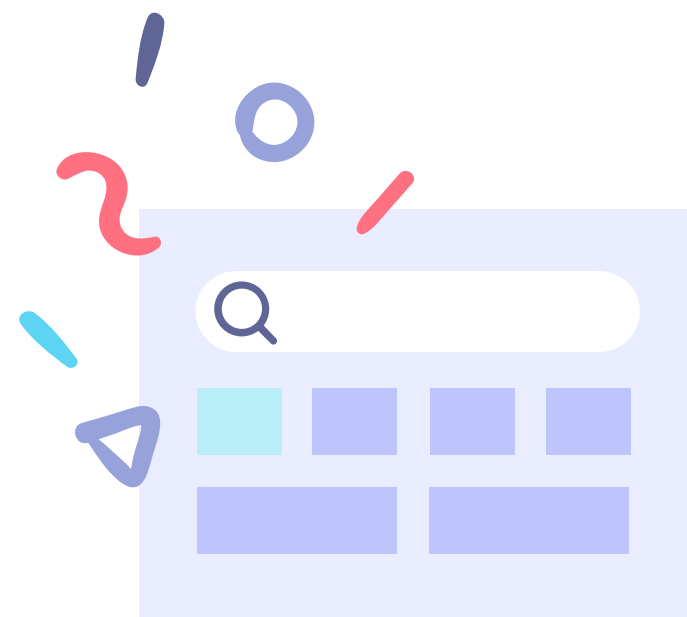
# Data Acquisition Proposal

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DATOS Official Partnership Offer  
For Data Acquisition

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# Data Monetization



Very often owners of mobile and online products have regular access to the users' behavioural data.

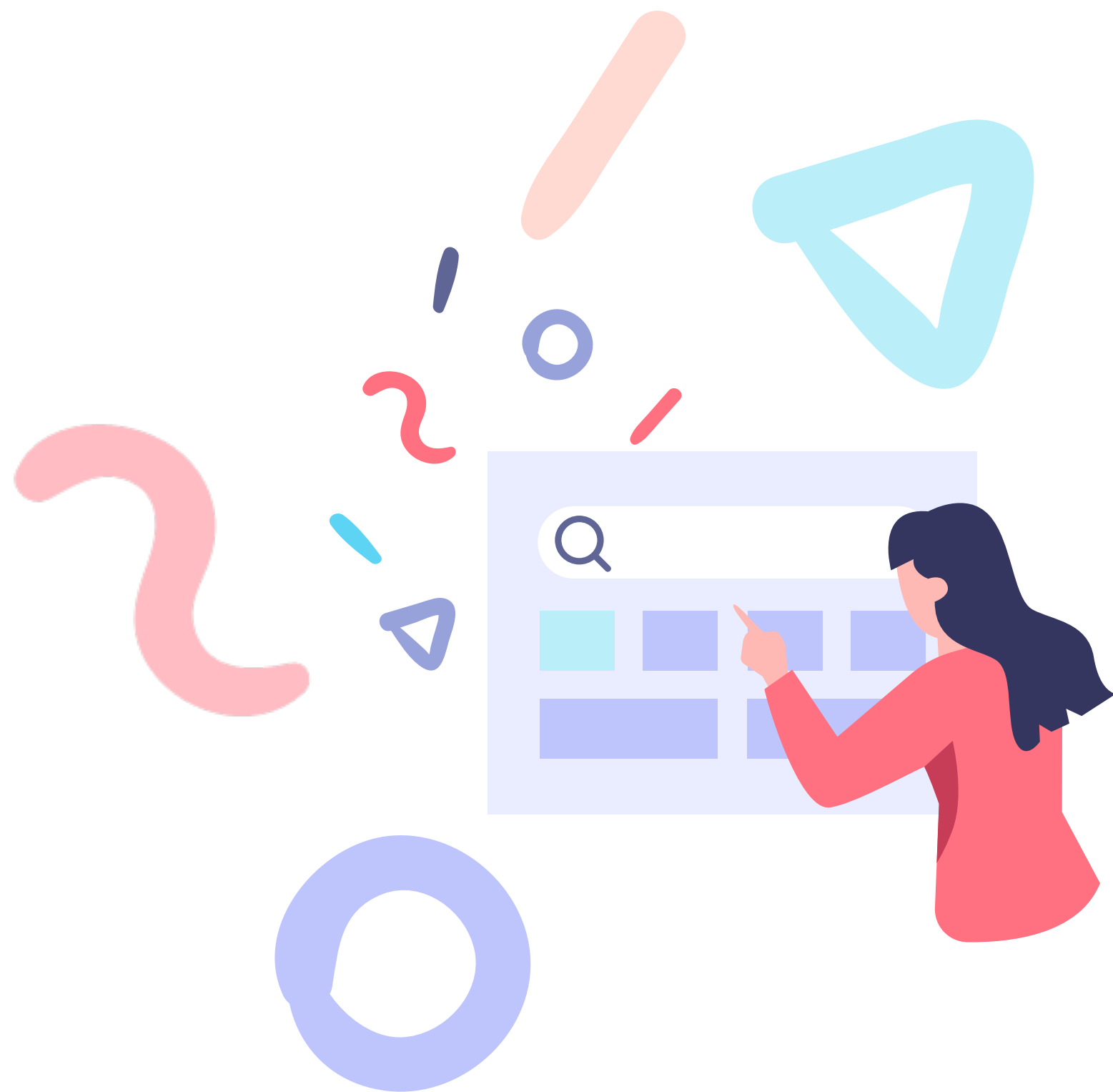
**Usually this data is kept in logs and has no use.**

The good news is - **this data can and should be monetized.**

Our company offers you **to get an additional profit without any additional costs.**

We acquire online data of users' behaviour, specifically 'clickstream' data.

# What is clickstream data?



Clickstream data is an anonymized record of websites that have been visited by users, as well as any pages that users have visited within a site.

- > We require data to analyze the flow of web traffic across all websites.
- > Currently, market access to this data has been limited to Google, Microsoft, and other major players. Our goal is to make it more accessible.
- > We aim to provide this data to any company that can effectively and legally use this information because we strongly believe that it will improve the quality of the internet.

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**Minimal Required Data Fields:**

- User location (country)
- Event timestamps
- Referral URL
- Target URL

# How will this data be used?



Data collected from your products will be used in DATOS and world-known marketing companies' products, like - traffic insights analytics, competitive research, online market valuations and other.



The data that we collect will be fully anonymized. This means that it will be impossible for us to detect any individual users or access their personal data.



Your raw data will not be re-sold under any circumstances.

# Data Collection

The data collection should be implemented **on your side by your own development team.**

This is an important point for the security of your product and your data. The data will be kept on your servers and can then be passed to us once daily through secure channels.



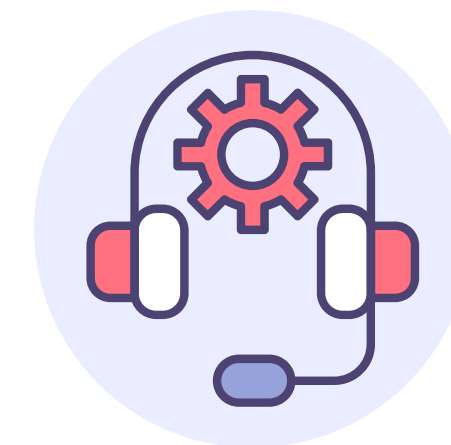
## Data Format

Collected data could be saved in the CSV file format and provided to our AWS S3 storage on a daily basis.



## No Privacy Issues

DATOS does not offer any kind of software developer kits (SDKs) to avoid any kind of potential leaks and privacy issues.



## Qualified Support

For setup and troubleshooting, our experienced engineers can help you with the data collection process to ensure that it runs smoothly.



# Privacy

DATOS is committed to protecting the privacy of all of your product users. In order for all stakeholders to remain compliant both ethically and legally, we request that all users are informed in your privacy policy that third-party companies can collect anonymized browsing history data and that it will be used for marketing purposes.



➤ Since DATOS is a German company, we must adhere to certain regulations in order to be **GDPR compliant**.

➤ On our end, we will also double-check all URLs and **remove all personal information** from these URLs in the event that they have not been cleaned properly.

# Supplier Protection



At DATOS, we are fully committed to the privacy of our clients and will take active steps to protect your reputation.

## We offer:

- ✓ Complete provider confidentiality regarding data acquisition
- ✓ Staff with maximum confidentiality training
- ✓ Aliases for all suppliers on internal documentation
- ✓ Affiliate companies in different countries
- ✓ Data for approved customers only
- ✓ Server-to-server data transfers with protected files
- ✓ The removal of all personal data on any files



# About DATOS



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DATOS is a brand of Iteora GmbH located in Meerbusch, near Düsseldorf, Germany.



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Data monetization is becoming an incredibly popular process, and we aim to help our suppliers benefit financially from the data that they are collecting.



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We have been actively working in this market since 2019 and have already acquired several major marketing platforms as our customers. Our current goal is to expand our reach further.



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Our team is composed of engineers and Big Data experts who work alongside our suppliers to ensure that all data is safely and securely transferred while keeping risk low.

# Our Offer



Our average payout range can vary from **\$5,000 to \$100,000** per month, but there is no limit on how much money you can make



The amount of money that you will make is dependent upon the volume and quality of data that you can provide.



Traffic, active users, and the amount of geographical distribution are all factors that we consider with our payout options.



We also offer different price points depending on whether the data is from Desktop or Mobile sources.

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For a custom offer, please contact our partnership team at [partner@datos.live](mailto:partner@datos.live) !