

CONTENT BY
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AIRSAGE

DATA
PRIVACY &
ANONYMITY

PRIVACY IS OUR TOP PRIORITY



AirSage has maintained consumer data privacy as a top priority for more than a decade. **We achieve this goal by implementing a three-part strategy for securing and protecting the data we utilize.**

We source our data responsibly

We hold our source data partners to the highest standards. AirSage only sources data from highly reputable partners that supply data that complies with the strictest privacy policies in the marketplace in the United States and globally.

Our data suppliers and partners must comply with our requirements for data protection and consumer privacy, or they are removed from our panel and data products. AirSage is GDPR (General Data Protection Regulation) and CPRA (California Privacy Rights Act) compliant.

We refine our data thoroughly

We protect and manage our data in a secure environment. AirSage operates a highly-secure cloud environment where our data is stored and handled under strict security policies and procedures that safeguard all sensitive data records. The data sits behind multiple security layers, including proprietary technology utilizing private and secure data access, protected data environment protocols, internal security measures, and third-party compliance procedures.

We deliver our data anonymously

Our data products and analytics depict the movement of people in aggregate, not the movement of specific individuals. AirSage's deliverables to third parties never contain any personally-identifiable information (PII) and consist only of aggregated anonymous insights. Our data products do not enable targeting individual consumers in any manner. We require our customers to avoid any attempt to use our data to "backward engineer" data about individual consumers.





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