

# Fact Sheet

## Who We Are

Gravy Analytics is a location intelligence and insights company. In November 2023, Gravy Analytics and Unacast merged, creating a **location analytics platform**.

## What We Do

Gravy Analytics licenses commercially available data to help customers derive meaningful insights for their respective businesses. For instance, our customers use the analytics we provide to inform their marketing strategies and many of the digital ads you see on websites today.

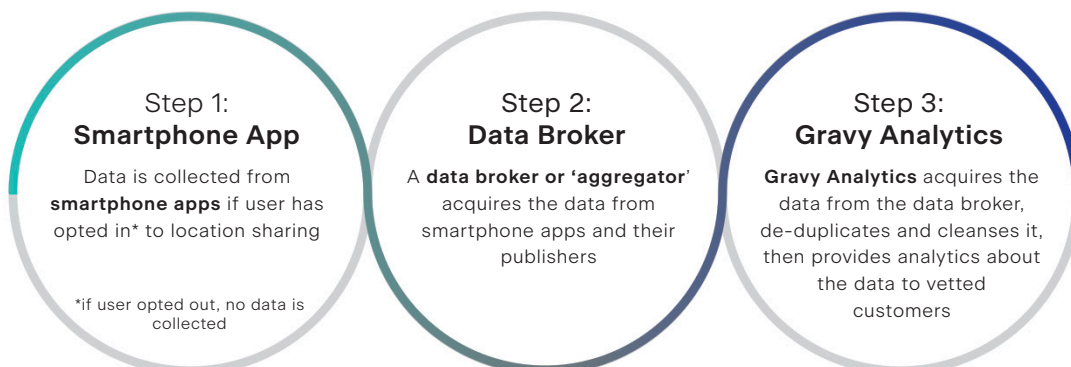
Upon receiving and processing this data we apply our privacy enhancing technologies, including PrivacyCheck to ensure that our customers do not receive data that would put them out of compliance with generally accepted privacy practices.

**Importantly, we do not track smartphone user locations, nor collect any location data directly from individuals** or from application publishers (smartphone applications).

The data we use is already commercially available data collected via smartphone apps, purchased at scale by data brokers or aggregators, then licensed to Gravy Analytics and other organizations like ours.

## How We License Commercially Available Location Data

### Data Location Analytics: Journey from Smartphone Apps to Gravy Analytics



Upstream **data brokers** verify the appropriate user consent is present and make sure the sample size is large enough to draw conclusions from the data.

We then license this commercially available data from these brokers, validate the data and **convert it into tools that provide insights for our customers.**

The data we license is **user-consented and user-controlled**. In other words, users can opt-in or out of location sharing and user data tracking within the apps. In fact, apps in most countries use an opt-in framework. Gravy Analytics does not itself track any user data.



# Frequently Asked Questions

## **Where does Gravy Analytics get the data?**

Gravy Analytics purchases data from various data brokers, or aggregators, who, prior to selling, first verify that the data was collected with proper user consent.

## **Does Gravy Analytics directly collect data from applications or software development kits (SDKs)?**

Gravy Analytics only purchases data from data brokers and not directly from application publishers (smartphone applications). Gravy Analytics does not operate a mobile SDK to facilitate the collection of data.

## **What kind of data does Gravy Analytics work with?**

Gravy Analytics works with a range of data including location data, data about points of interest (POIs) and mobile application data. The location data we use is already commercially available data collected in smartphone apps. The data we license is user-consented and user-controlled.

## **Does Gravy Analytics do anything with the data?**

Gravy Analytics provides forensics and analytics layers on top of the data to deduplicate it, find inaccuracies within, and identify synthetic data so our customers can more easily work with and derive their own insights from it.

## **How do your customers use the data?**

Our customers use this data for a range of activities. For example, we share data with the Environmental Protection Agency on commuter traffic to help environmental experts determine levels of beach erosion. Customers may also use the data to inform marketing placement decisions and improve supply chain logistics, among other use cases.

## **Who are Gravy Analytics' customers?**

You can find many examples of our customers on the Unacast website under "[Case Studies](#)." All customers are vetted to ensure that their use of the data is in compliance with applicable laws and regulations in their jurisdictions.