



QUADRANT DATA PROTECTION

FREQUENTLY ASKED QUESTIONS

MOBILE LOCATION DATA

WWW.QUADRANT.IO

Q How would you describe your firm?

A Quadrant's mission revolves around mapping and validating data, simplifying the process of buying and selling high-quality, legitimate compliant data. This, in turn, fuels innovation and offers solutions for a wide range of various organizations.

Comprising two integral components, the Quadrant ecosystem comprises the Quadrant Platform and the Quadrant Protocol. Together, they provide businesses with the tools to overcome data-related hurdles and optimize data to suit their specific requirements.

Within the Quadrant platform, over 600 billion records are processed every month, involving more than 700 million users who share first-party location data. This empowers organizations across industries to acquire data for informed business and policy decisions. The platform operates through a blockchain-powered protocol that ensures data authentication and mapping.

The Quadrant Protocol applies a distinct signature to data at its origin, enabling the traceability and verification of each stamped data point back to its source at any time. This guarantees the authenticity of all stamped data. Furthermore, this technology facilitates the transformation of data into structured, targeted datasets, enhancing analysis efficiency.

By creating an ecosystem that facilitates access to genuine, traceable, and structured data, Quadrant effectively addresses data-related challenges while fostering innovation.

Q How many years has your company operated a business that provides data to clients?

A The company was established in 2014, initiating its raw data sales operations. It commenced by operating a data marketplace named DataStreamX, which encompassed various forms of alternative data.

In 2016, Quadrant began focusing exclusively on supplying raw location data to clients.

Starting from September 2021, Quadrant became an integral part of Appen, the worldwide frontrunner in AI training data, contributing to the development and enhancement of cutting-edge AI systems across the globe.

Q In which jurisdiction is Quadrant located?

A Quadrant is registered with the Accounting and Corporate Regulatory Authority (ACRA) of Singapore. Details:

PAYMENT DETAILS	
Legal Name	Quadrant Global Pte Ltd
Country of incorporation	Singapore
Registration Number	201427247E
Singapore GST Number	201427247E
Address	420 North Bridge Road #04-07 North Bridge Center Singapore, 188727

Q What service(s) do you provide?

- A Raw mobile location (GPS) data
- Available in either unfiltered form or tailored to satisfy specific client criteria.
 - Unfiltered data entails delivering the entirety of raw location data available to the end-user.
 - Filtered data is characterized by the provision of raw location data that adheres to predetermined criteria – for instance, exclusively delivering data meeting specific conditions such as a minimum of 5 events per day, horizontal accuracy below 50 meters, precision to 4 decimal places, and so forth.
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Q What methods are employed for data collection? (e.g., user-completed data entry fields, cell tower triangulation, reverse IP lookup, mobile SDKs, Bidstream, etc.)

- A Quadrant data is gathered from a variety of mobile location data SDKs, usually through our suppliers, namely App Developers, SDK Providers, Analytics Providers, and Aggregators. Using server-to-server integration, the raw data is fed into our system for further processing, based on the client's requirements.

Q What methods are employed for data delivery to your clients? Additionally, could you provide information about the frequency of delivery to your clients and whether all clients receive the same data simultaneously?

A Data is usually delivered in one of the following methods:

- S3-S3 bucket sync
- S3-S3 data push from Quadrant
- S3-S3 data pull by client

Data delivery frequency

- Standard delivery occurs with a daily data pushes
- Some clients request every 2 hours, weekly, or monthly batch deliveries, depending on their specific use case.

Q In which jurisdictions do you offer your services?

A Our service encompasses a global coverage panel for Mobile Location Data. However, it can easily be tailored to specific regions or countries in accordance with client criteria.

Q Which regions or countries do you offer data for?

A Our coverage is worldwide, excluding EU/GDPR countries and US government-sanctioned countries such as Cuba, Iran, and North Korea.

Q **Can you provide a general overview of the data?**

A

- The provided data consists of raw location event (GPS) activity generated by mobile devices.
 - No personally identifiable information, such as names, addresses, or phone numbers, is included.
 - Data delivery options encompass both unfiltered and filtered formats, tailored to meet specific client criteria.
 - For further details, please refer to our [Mobile Location Data Dictionary](#).
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Q **Is it possible to identify a specific individual from the data you provide?**

A

No individual identifiers, such as name, address, or phone number, are provided and using this dataset on a standalone basis will not allow for the identification of a specific individual. In addition, it is important to clarify the distinction between personally identifiable information (PII) and personal data. PII's definition varies by source and lacks a unified legal regulation.

Given this absence of a single definition, determining PII status involves assessing relevant laws, procedures, regulations, or standards within a specific industry or domain.

At Quadrant, we differentiate sensitive data, which might encompass PII, by considering whether disclosing it could significantly harm individuals. We firmly believe that our dataset doesn't fit this category when compared to items like social security numbers, credit card details, medical records, passport numbers, and biometric data.

Q Where are your data processing facilities situated?

A As a cloud-native organization, Quadrant's data sources are processed and stored on AWS services in the United States, particular availability zone us-east-1 (US East, N. Virginia).

Q What is your data protection framework?

A As we work with data sources and data clients on a global scale, we are committed to ensuring that we comply with the applicable data privacy laws and regulations in each region in which we operate. To that end, we follow different privacy frameworks that have been specifically tailored to the regions where we conduct business.

Q What are the specific data protection laws that Quadrant is subject to?

A

- Personal Data Protection Act (PDPA) – Singapore
- General Data Protection Regulation (GDPR) – European Union
- California Privacy Rights Act (CPRA) – United States of America

Quadrant consistently tracks the dynamic landscape of data protection regulations, staying vigilant for noteworthy changes or updates within these frameworks.

Q Does your company have internal compliance and/or legal function?

A Yes, our in-house Data Protection Officer (DPO) ensures the company's adherence to data protection regulations across various jurisdictions, while the General Counsel (Legal) ensures that the company fulfils its legal obligations.

Q Do you obtain data from vendors, who in turn obtain data from data partners or from public sources such as the Internet?

A We collaborate with data partners who directly acquire data from publishers. Before we agree to integrate their data, these partners are required to fulfil stringent quality criteria.

It's essential to note that we categorically refrain from sourcing data from public sources like the Internet, which includes Bidstream data.

Q Do you or your data partners engage in web scraping to collect data?

A No

Q **What is the legal basis under applicable data protection law for your collection, use, and sharing of the data?**

A Normally, mobile apps obtain opt-in consent directly from users – usually during the first use launch.

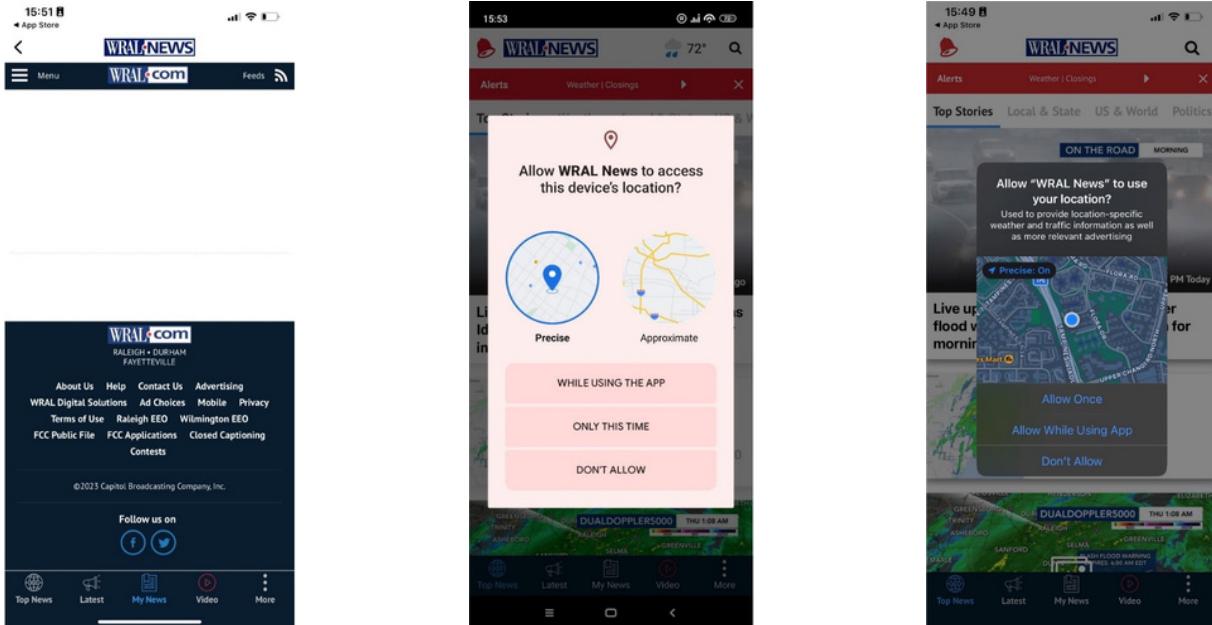
Q **If the data pertains to an individual, kindly explain the scope and way that person has been informed about the collection, usage, and sharing of their data by your firm or a third party.**

A Subject to applicable laws and regulations, each app adheres to the application privacy and consent requirements. We are also directly working and coordinating with our suppliers to ensure that these requirements are met.

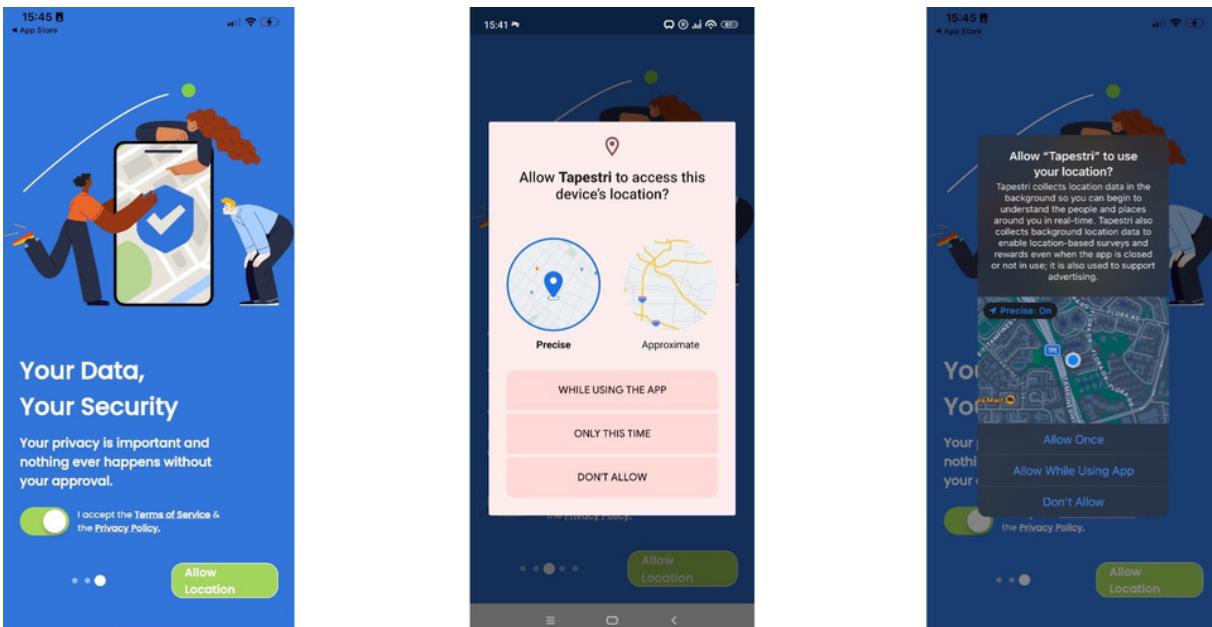
Q **Do you have an example of mobile apps through which user data is collected?**

A Yes, you can see opt-in screenshots and privacy policy examples in the following section.

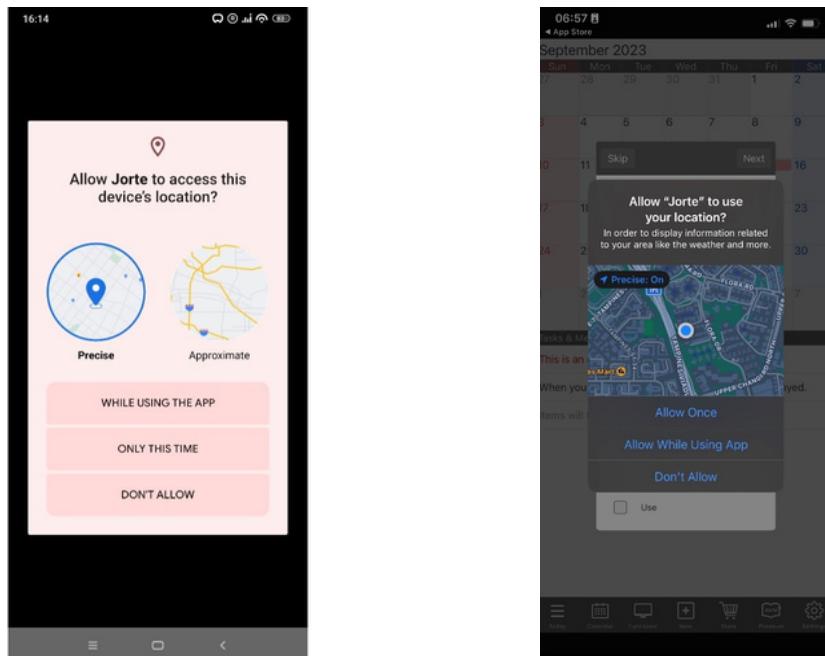
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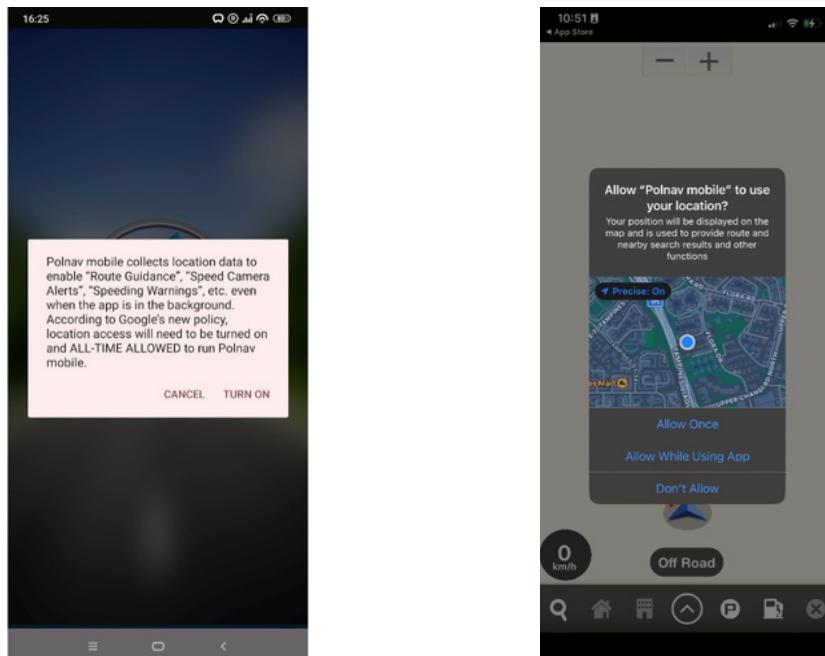
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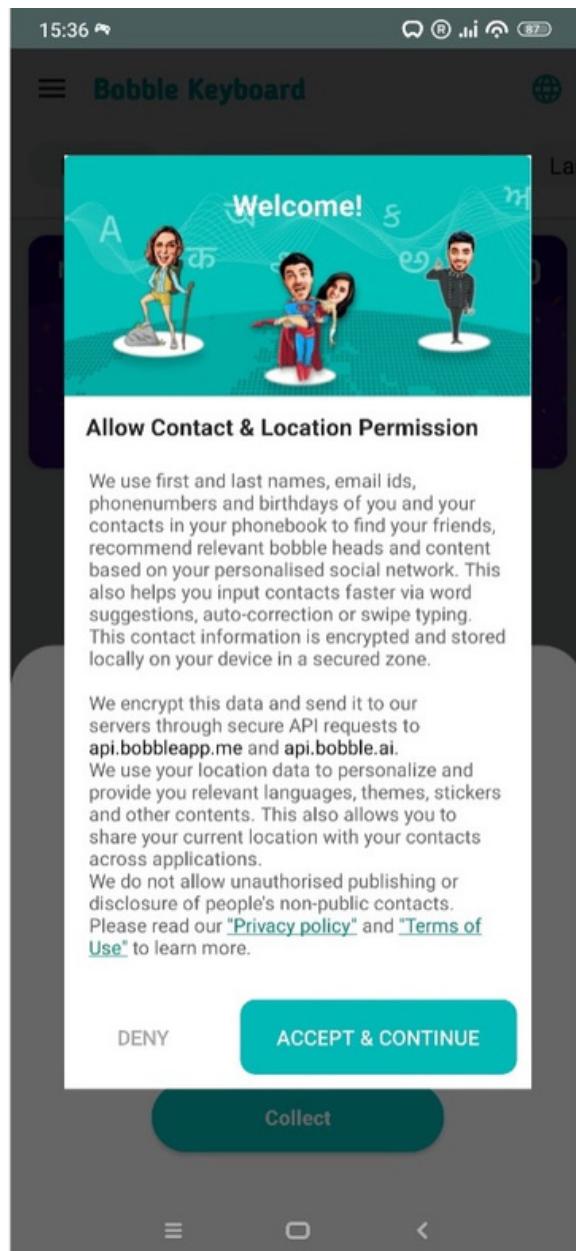
Jorte



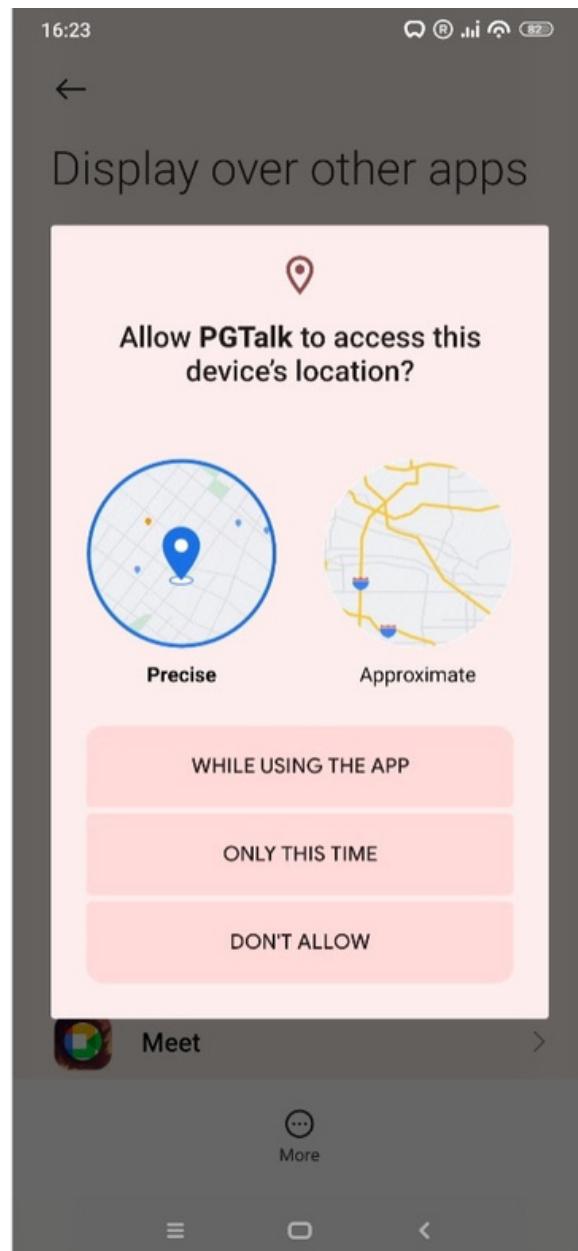
Polnav



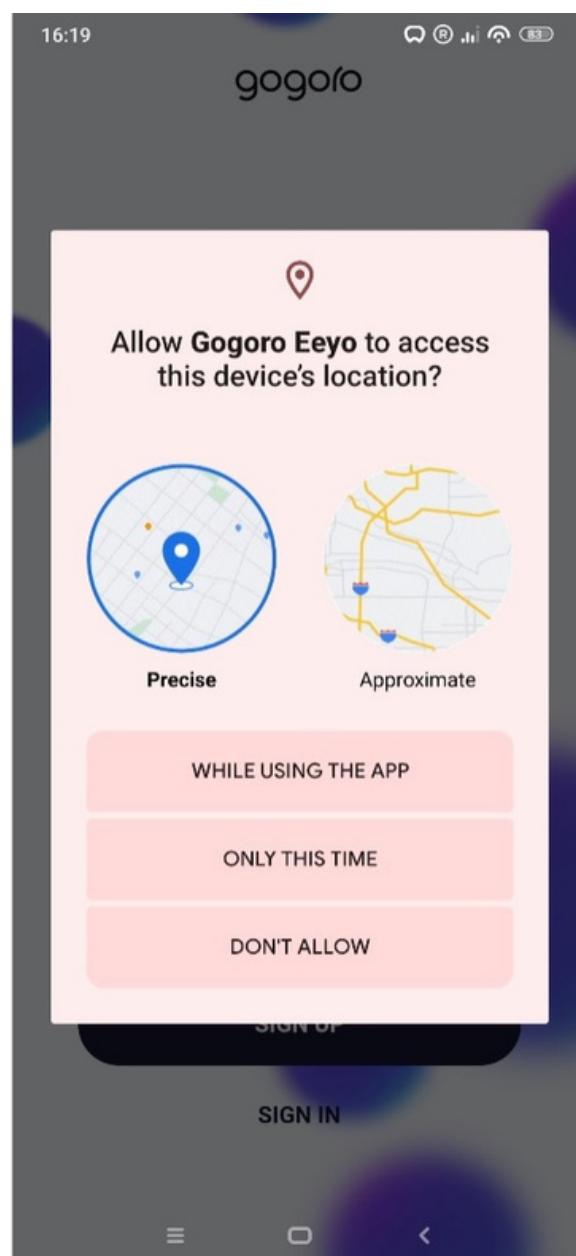
Bobble



PGTalk



Gogoro Eeyo



Q **What measures have you implemented to ensure that you possess legal authorization to possess the data and subsequently sell it to a third party?**

A We have executed "Data Acquisition License Agreement" contracts with all our data partners.

Q **Could you supply excerpts of the pertinent clauses from these contracts?**

A **3. LICENSE TERMS WITH QUADRANT**

3.1. License Grant. Subject to all the terms and conditions hereof, Licensor hereby grants to Quadrant a transferable, sub-licensable, worldwide license to the Data, during the term, to (a) market, analyze, advertise, display, copy, reproduce, share, resell, sublicense, and distribute copies of the Data, either separately or in conjunction with VAR Products and (b) combine the Data with other data assets, including data collected from other data providers and partners, and subsequently (i) market, advertise, display, copy, reproduce, share, sell, license, and distribute copies of such VAR Products or (ii) create data models, modeled data and derivative works from some or all of the Data ("Data Models"). Quadrant shall unconditionally and without restriction own all right, title and interest to any VAR Products and any Data Models.

Q **What measures have you implemented to ensure that you possess legal authorization to possess the data and subsequently sell it to a third party?**

A 3.2 Provision of Data; Support. During the Term, the Licensor shall provide Quadrant a real-time feed of the Data in a format to be mutually agreed upon by the Parties, as set forth in Schedule A. Licensor shall use and maintain consistent taxonomies for the Data. Upon request, Licensor shall provide Quadrant with reasonable technical support related to the access to and structure of the Data, in accordance with the service levels set forth in Schedule B. Licensor will provide Quadrant with the technical support reasonably necessary to utilize the Data.

3.3 Quality of Data. During the Term, the Licensor will provide Quadrant with a real time feed of Data of at least the quality set forth in the Performance Schedule, the terms of which are incorporated into this Agreement.

3.4 Warranty. Licensor represents and warrants to Quadrant;

3.4.1 Licensor owns or has secured all the necessary rights, title and interest in and to the Data, or that Licensor has otherwise secured all necessary rights, opt ins, and explicit consents in the Data as may be necessary to permit the access, use and distribution thereof as contemplated by this Agreement.

3.4.2 The Licensed Data provided hereunder does not contain any Sensitive Personal Data.

3.4.3 The Licensed Data provided was collected in a manner in and does not contain any data which is in contradiction of COPPA, GDPR, etc.

Q Is there a mechanism in place that enables users to exercise their choice to "opt-out" or prevent the transfer of their data to third parties?

A Yes, the opt-out option is accessible at both the app level and through our official website.

Q If the data pertains to an individual, kindly specify the degree to which that person has been informed about data privacy rights, encompassing the right to opt-out of data collection, usage, and sharing.

A Below you'll find links to the mechanisms through which individuals can exercise each of these rights:

Privacy Policy	https://www.quadrant.io/privacy-policy
Opt-Out	https://www.quadrant.io/opt-out
Do Not Sell My Personal Information	https://www.quadrant.io/do-not-sell
Data Request	https://www.quadrant.io/data-requests

Q Has your company been involved in any government inquiry or investigation related to a data breach within the last 12 or 24 months?

A No