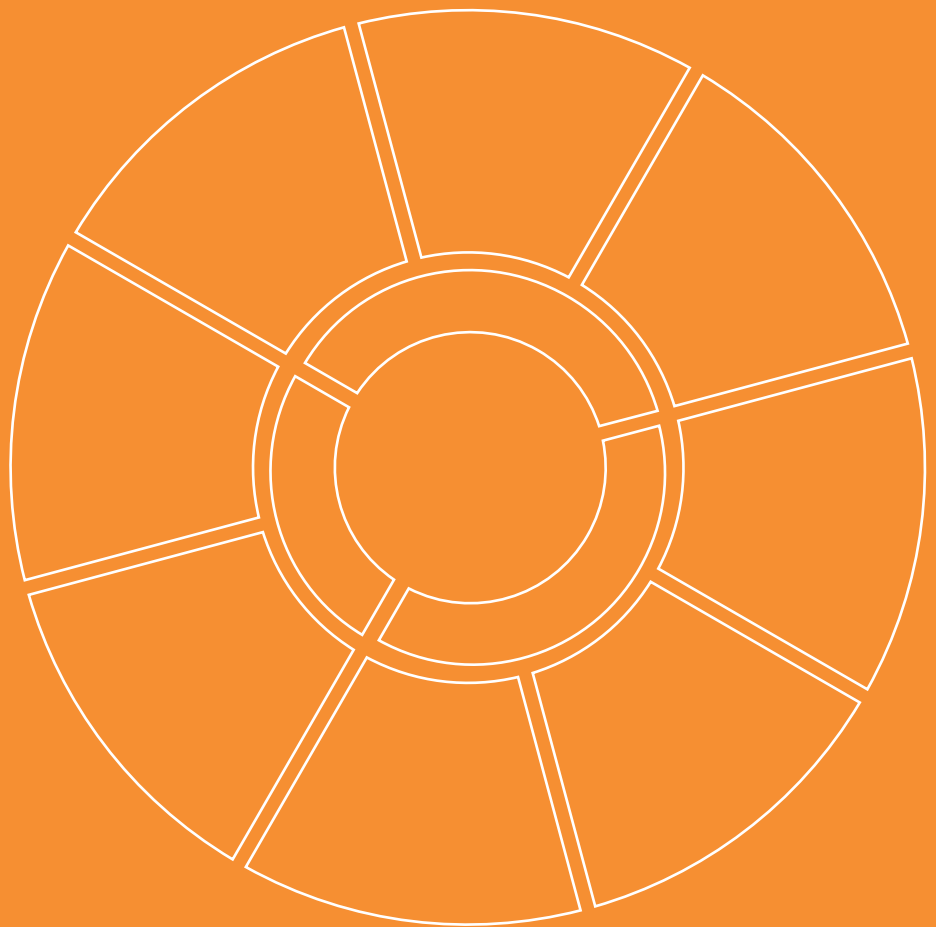


# Data Dial



**Data is not just numbers – it is information and stories.**

Data includes all types of information. This is a broad range and covers everything from personal information (like name, date of birth, email address, etc.) to business information (sales, figures, contracts, profits, etc.) to government collected information (crime rates, unemployment rates, births, deaths and marriages, etc.).

Technology is providing more opportunities for data, through the Internet of Things, smart street lighting and driverless cars. We are yet to unlock the full potential of data.

The volume, and potential value, of data is growing exponentially across the public and private sectors. The following eight questions are designed to demonstrate how the organisation uses and maintains the data it holds.



Dial name:

