

## Data owned by our company

(1<sup>st</sup> party data, ownership clear)

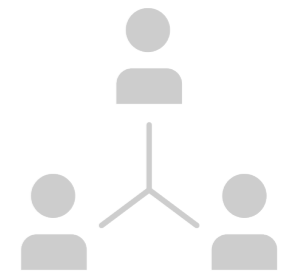
Existing or potential new internal data sources e.g. process data from production or provision of services, financial data or sales data.



## Data created in collaboration with a 2<sup>nd</sup> party

(ownership uncertain, usage of data needs to be defined)

Data generated through product/service usage (car, social media), Data collected by order of a company, Data created within supply chain processes



## 3<sup>rd</sup> party data provider

(ownership clear, usage rights defined)

Free available data mostly provided on government websites or on open (research) data platforms. Buying data from data markets or data platforms.



## Data created and owned by 2<sup>nd</sup> party

(willingness to share questionable, usage rights to be negotiated)

Data potentially utilizable with privacy-preserving technologies e.g. multi-party computation. Confidential company data or sensitive personal data.

