

Blackpearl Diver Technical FAQs

1

Where does the data come from?

Website visitors are identified and matched using an **identity resolution graph** from a leading **US data co-operative** to provide demographic and firmographic data.

An **identity resolution graph** is a collection of data that links multiple identifiers or touchpoints of a specific user or entity across various devices, channels, and platforms. It helps companies and marketers to create a unified view of an individual or a household across different interactions, devices, and platforms. By consolidating data from various sources, an identity graph provides a more comprehensive and accurate representation of an individual's behavior and preferences.

Identity resolution graphs are commonly used in digital marketing, where they help to improve targeting, segmentation, and attribution.

2

What is the Data Co-Operative?

The cooperative was built from a model where billions of consumed signals are received from its members daily to deliver culmination of useful data. The Co-Op ecosystem was created to ensure fixed priced access to uninterrupted data and services with no dependencies on traditional 3rd party suppliers.

Short Explanation for 1 & 2: The data comes from a US data cooperative of companies that have banded together to provide unified data at a fixed price across different interactions, device, and platforms using a method which links data together by multiple identifiers or touchpoints.

3

Who is in the Data-Coop?

For privacy reasons we cannot share company names, but the member's categories include:

- Email service providers
- Account based marketing
- Demand side online ad platform
- Supply side online ad platform
- Sales lead accelerators
- Marketing automation

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Where is the value of this data as opposed to other data sources?

Data sourced through the co-op is better because:

- It is data that is in active use and updated with corrections daily, rather than sourced from sources that quickly become out-of-date.
- The data is under active development and the co-operative continues to grow so sources and additional data points are frequently added.
- The identity graph allows for connection of data points together that could otherwise be hidden.

5

Where is the data stored?

All data is stored in the United States:

- Member Co-Op data is stored in the AWS cloud.
- Blackpearl Diver data is stored in the Microsoft Azure cloud.

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What compliance and security is in place to protect the data?

CCPA compliance: A set of privacy rules and standards that covered entities need to follow to protect the personal information of California residents.

GDPR aligned: At its core, GDPR Compliance means an organization that falls within the scope of the General Data Protection Regulation (GDPR) meets the requirements for properly handling personal data as defined in the law.

NIST 800 standards implemented: Is the National Institute of Standards and Technology at the U.S. Department of Commerce. The NIST Cybersecurity Framework helps businesses of all sizes better understand, manage, and reduce their cybersecurity risk and protect their networks and data.

Can't find what you're looking for?

If you have a question that is not included in this document, please reach out to sales@pearldiver.com to get in contact with a representative.