

Placer.ai: Supporting Communities and Preserving Privacy



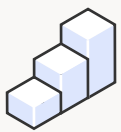
Placer.ai

About Placer

Placer.ai provides local leaders with insights they need to make informed decisions about how best to improve their communities, while maintaining the utmost care and respect for the privacy of their residents and visitors.

Placer.ai launched in 2018 and is trusted by thousands of private, non-profit, and public sector clients who rely on Placer.ai's data as a major component of their critical decision-making. Placer.ai is used by more than 1,300 state and local governments, economic development organizations, and destination marketing organizations across all 50 states and the District of Columbia to accelerate how they understand and improve their communities.

Here are some of the ways civic leaders use Placer.ai data to understand and improve their communities:



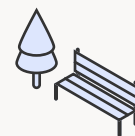
Drive Economic Development

Support local businesses, attract new retail and revenue generating uses, and support workforce and job generating uses.



Optimize Tourism Strategies and Revenues

Gain insight into the tourism economy, optimize marketing for attractions and events, and measure impact of marketing efforts.



Support Community Services

Including parks and recreation, arts and culture, and diversity, equity, and inclusion initiatives.

How Placer.ai protects individuals' privacy

Our mission from day one has been to help people make informed decisions about places, without compromising any individual's privacy.

To do this, we created a "Privacy-by-Design" business model that governs every aspect of our business: From the data we work with, to who we partner with and how information is shared.

Here is a sample of some of the ways we protect individuals' privacy:

- 1 We don't provide data about certain locations with higher sensitivity. To mitigate potential concerns, we have adopted a policy that restricts customers from viewing visit reports for certain locations we've pre-identified including military facilities, preK-12 schools, places of worship, rehabilitation centers, or women's health facilities.
- 2 We do not currently use open generative AI (also referred to as "LLM" or large language models) in any of our systems producing data for our customers. The "AI" in Placer.ai's name refers to statistical modeling we use to interpret and create insights about the data and patterns we observe.
- 3 We don't receive personal identifiers. The data we receive from mobile application data providers is stripped of identifiers such as names, device IDs, and contact information, before it is shared with us.
- 4 We only work with trusted data providers that receive opt-in or opt out consent from their users to share their data in accordance with all applicable laws.
- 5 We do not receive or share data associated with individuals known to be under 18 years of age.
- 6 We only provide our customers with aggregated, statistical information, about physical locations.
- 7 No information we share can be used to reasonably identify a device or an individual.
- 8 There is nothing to download or install in order to use Placer.ai.
- 9 We do not receive exact home locations of individuals.

To learn more about Placer.ai's approach to Privacy please visit our Trust Center at:
<https://www.Placer.ai/company/trust-center>

Data for Good

From mitigating food deserts to battling blood shortages during rapid crisis response, Placer.ai data is playing a critical role in supporting local communities and driving social progress.

Check out Placer.ai's role in using Data for Good at:

<https://www.Placer.ai.ai/company/data-for-good>



Connect with Us to Learn More

Learn more about why Placer.ai is the leading data analytics company among civic leaders who want to improve their communities while protecting the privacy of their residents and visitors.

Visit our Website →