

# Sustainability & CSR Commitment

Because accuracy shouldn't cost the planet

From visitor data to global impact — we help organizations grow greener, smarter, and faster through ethical, in-house analytics.

## Who We Are

Founded in 2005, we're a global data analytics company powering over 1,000 clients with more than 2.5 billion annual people counts.

We turn movement into meaning - delivering insights that improve performance, cut emissions, and drive responsible growth.

## Vision

To create lasting value through innovation, integrity, and inclusion - empowering people and businesses to thrive through data.

## Mission

Deliver intelligent customer behavior insights that drive smarter decisions, better performance, and real impact - with in-house tech and world-class service.

## Data Ethics & Governance

- 100% anonymized, no video or images
- GDPR-compliant & SOC 2 certified
- Transparent data handling
- Sensor-agnostic, hardware-independent
- Hosted securely in-region (e.g. Frankfurt)

## Future Goals

- AI-powered ESG insights
- Global DEI benchmarking
- Expansion of sustainability partnerships

## Environmental Responsibility



- Energy-efficient cloud infrastructure (regional AWS)
- Recyclable packaging & green suppliers
- Smart space software to reduce energy waste
- Reforestation & tree planting to offset emissions



## Global Impact & SDGs

Aligned with UN Goals:

- Good Health **(3)**
- Gender Equality **(5)**
- Decent Work **(8)**
- Industry, Innovation & Infrastructure **(9)**
- Sustainable Cities **(11)**
- Responsible Consumption **(12)**
- Partnerships **(17)**



## Social Responsibility & DEI

- Global, inclusive hiring
- Equal pay & growth opportunities
- No discrimination
- Youth, sports & well-being sponsorships

 **Let's Collaborate**