



whichit™

Whichit Big Data

**SIRIUS**

From Start-up Nation  
to Great Britain

**facebook.**

Winner of Facebook 2015  
EMEA Startup of the Year



Winner of Pitch@Palace 4.0  
People's Choice Award

**Innovate UK**

Innovate UK SMART grant

What's your favourite Summer destination?

12,345 Votes

Powered by Whichit

**TRAVEL IN STYLE**

Travel / Food / Dropdowns / Typography / Comments

Search this site...

What's your favourite Summer destination?

1286 Votes

Powered by Whichit

**FRONT PAGE WIDGETS**

Here starts the special Front Page widget area. You can control the content of your homepage by adding whatever widgets you want - posts from particular categories, ad banners, text, etc.

Popular Recent Tags

**Comments**  
3 responses

**Blog Post**

**365**

Start  
**facebook.**

**Innovate UK**

10  
DOWNING STREET

**UCL**



**INNOVATION  
WAREHOUSE**

**SIRIUS**

UK Trade  
& Investment



Microsoft BizSpark

**Google**



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# Whichit Core Tech

Whichit developed an innovative technology.

**Machine learning profiles users in real time based on their choices, creating digital DNA of preferences.**

Whichit's powerful Big Data analysis grants us the ability to provide bespoke interactive content and commercial incentives in real time.



**Smart  
Targeting**



**Native  
Context**



**Increase  
ROI**



**Actionable  
Insights**

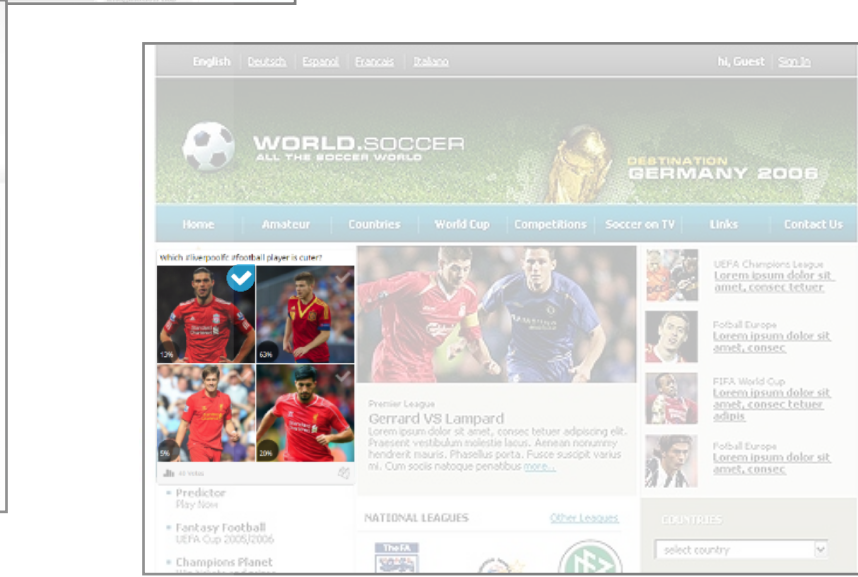
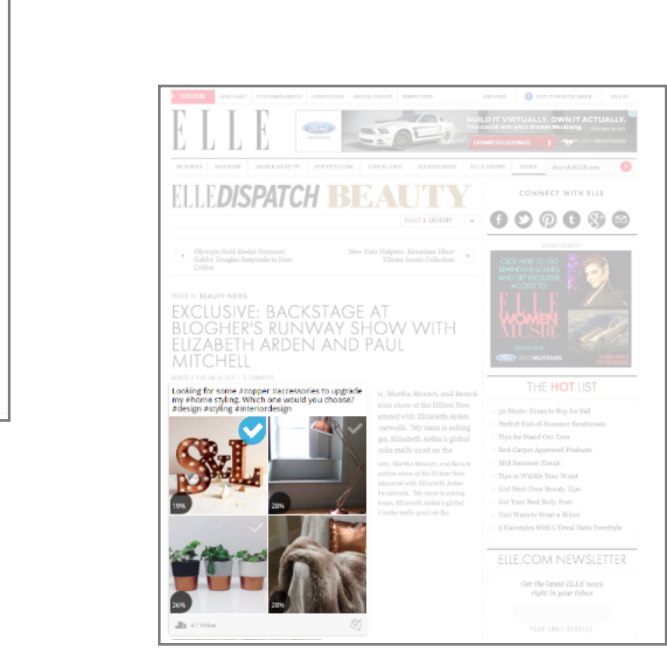
Winners of 'Innovate UK' TSB Smart grant

**Innovate UK**

Technology Strategy Board

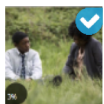
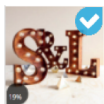
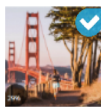






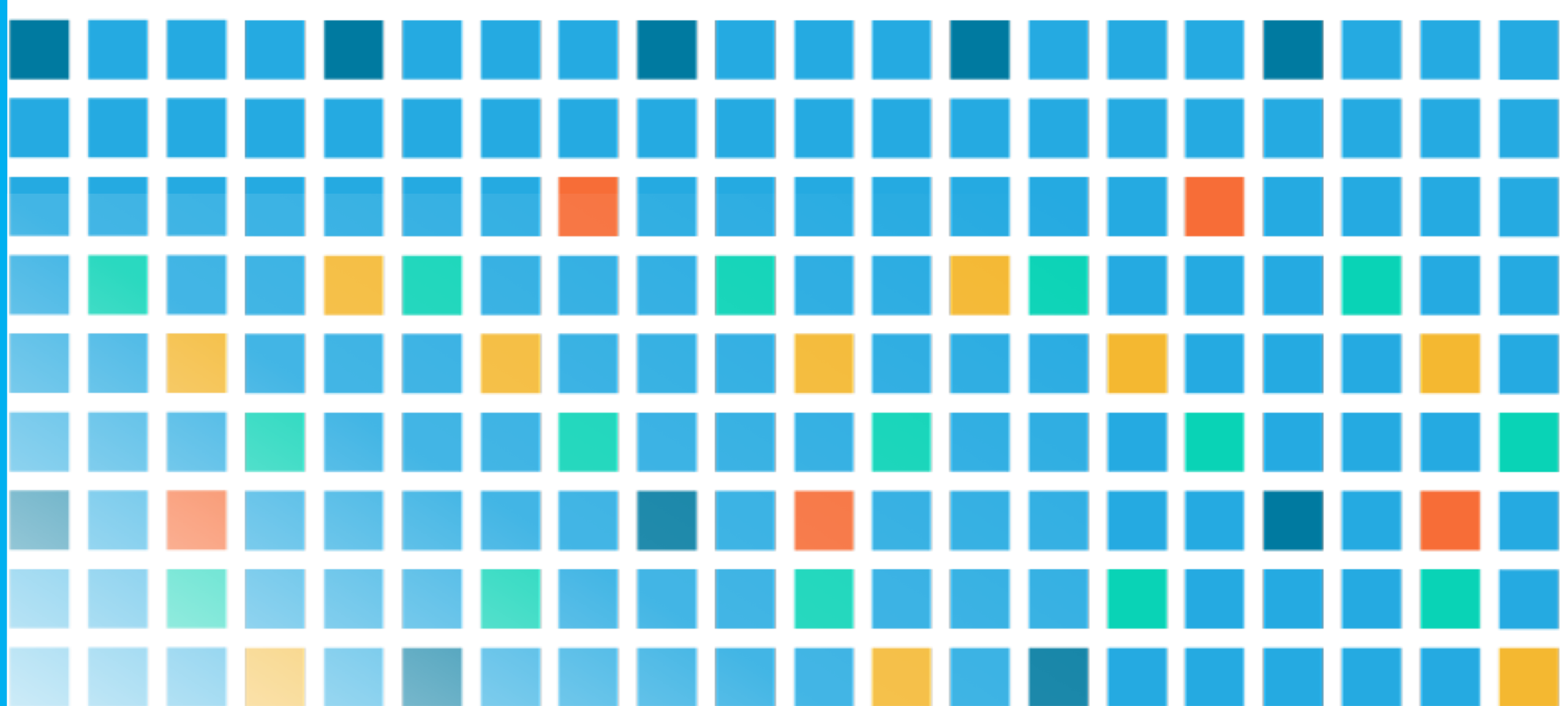
Whichit™





***Users vote on their preferences, on any Whichit post, from any place at any time...***

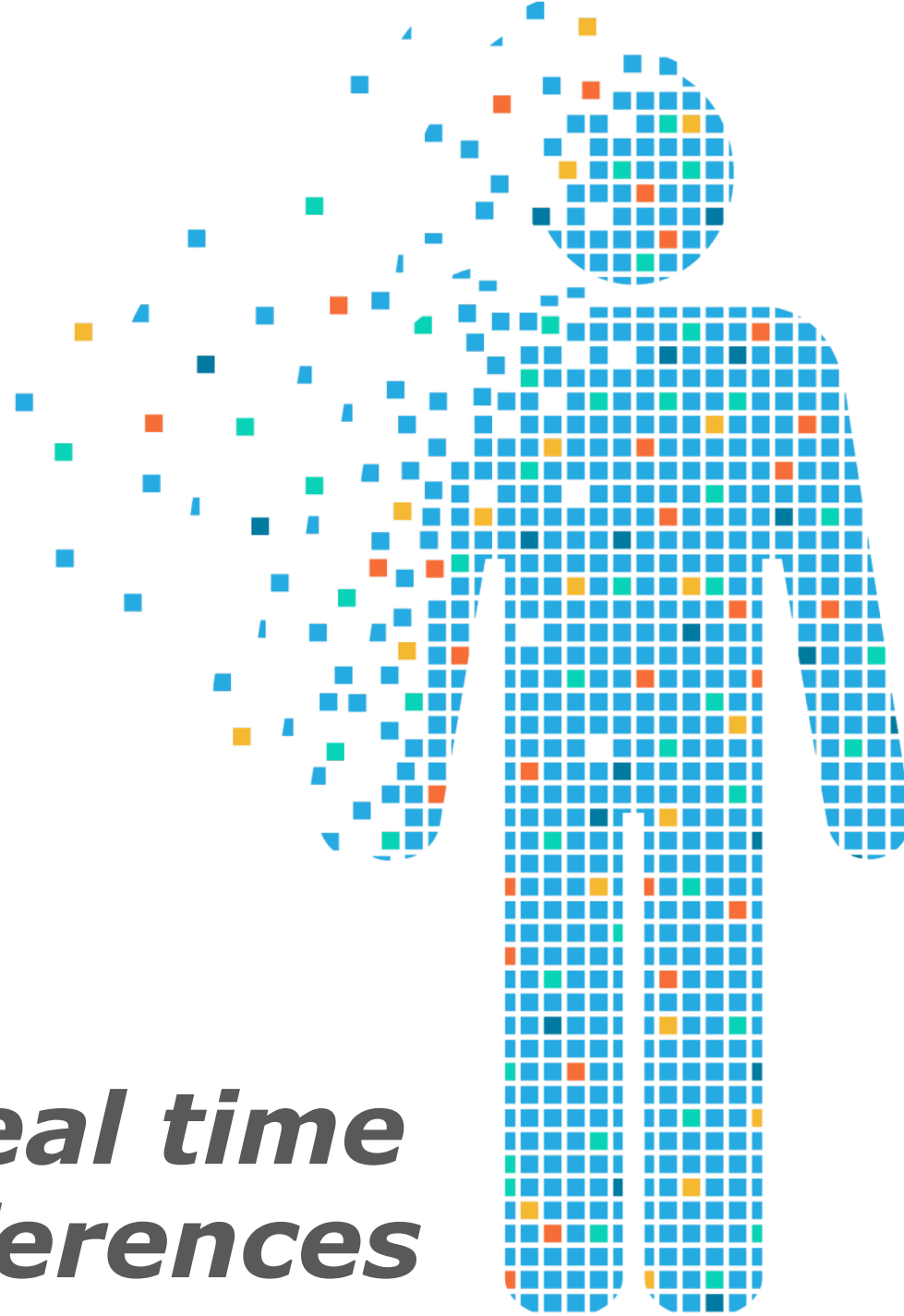
***Those preferences are  
collected...***



***Creating a mosaic of preferences, of choices...***



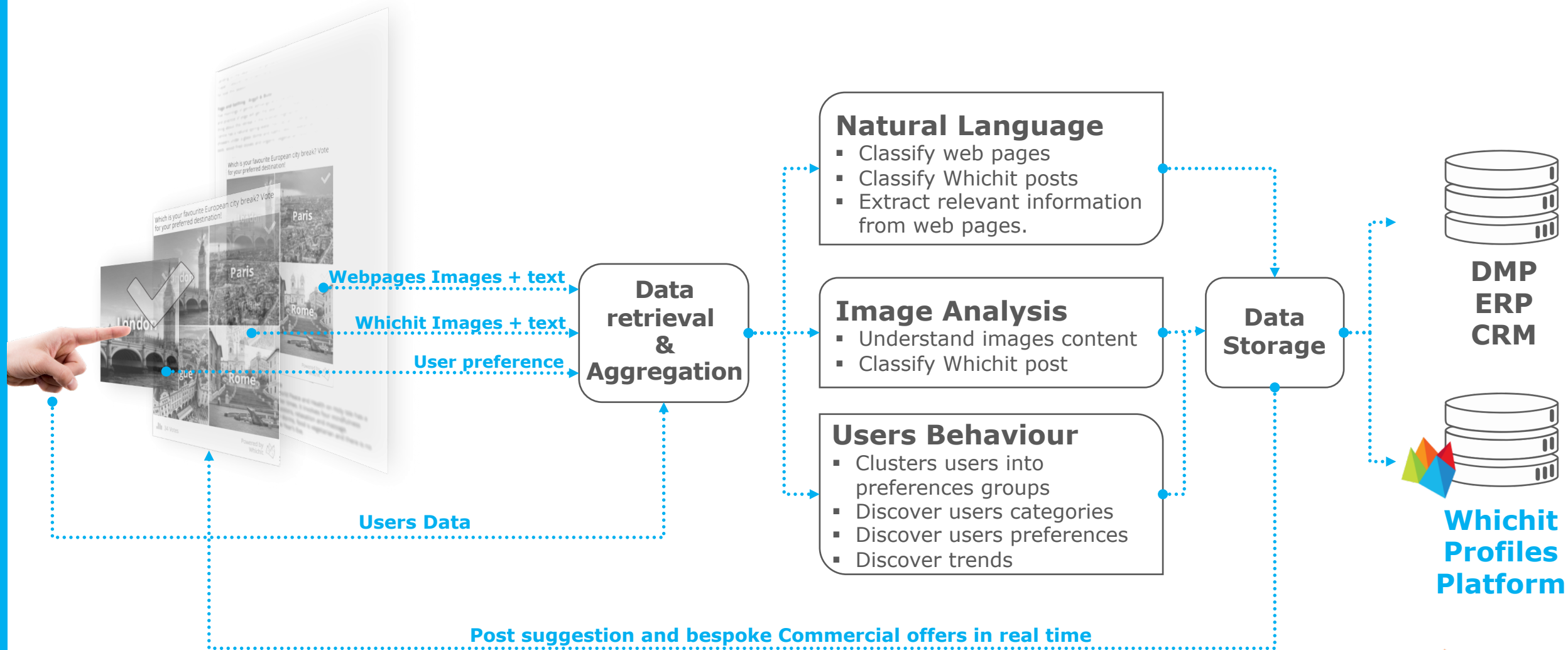
***Analyzed by our unique  
Whichit algorithm...***



***Profiling users in real time  
based on their preferences***

# Whichit Data Analysis - Flow

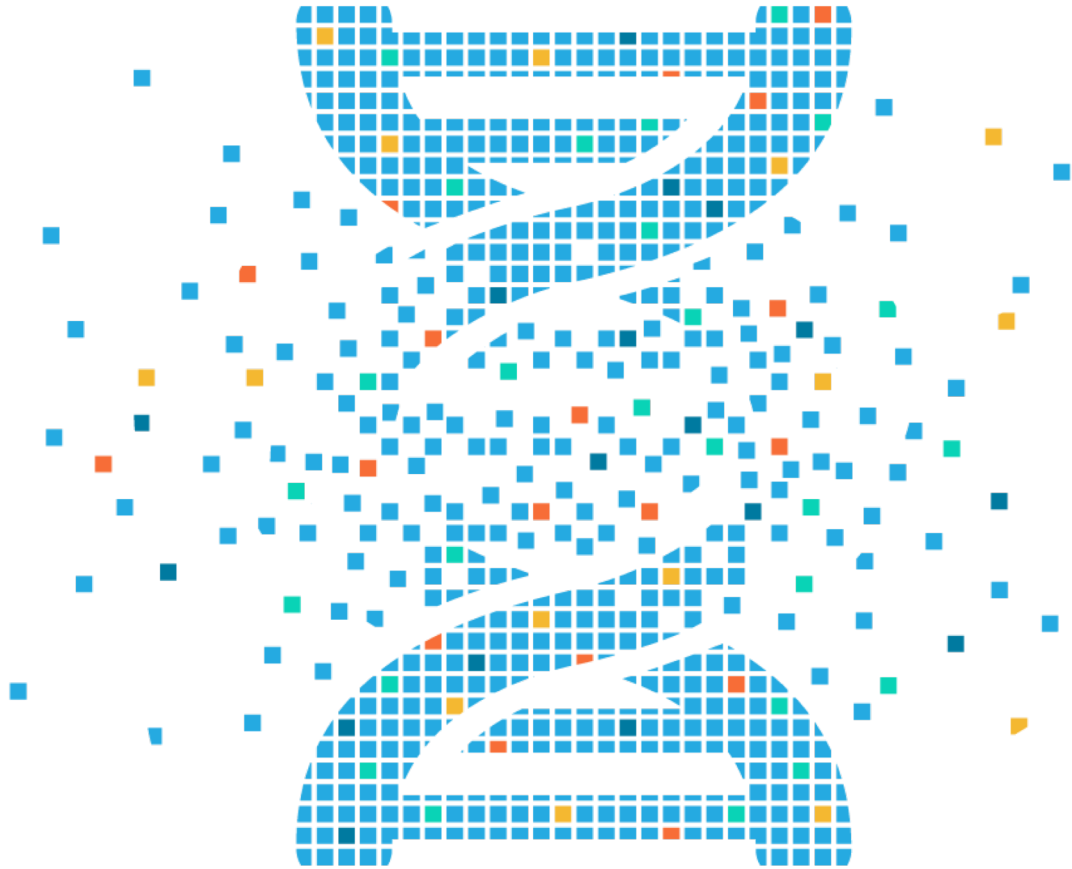
Whichit has developed an innovative technology. **A machine learning profiles users in real time based on their choices** and behaviour, creating digital DNA of preferences





# Whichit Data Value

**Whichit machine learning profiles users in real time based on their choices and behaviour, creating digital DNA of preferences**



- Categorise users into preference groups
- Segment users based on demographics
- Identify future trends
- Identify anomalies in trends
- Getting to users in the decision making point
- Tailor content and commercial offers to users in REAL TIME
- Position options based on the wisdom of the crowd

# Data Protection

## What we collect?

Information collected by Whichit varies by user type:

### End Users (Website Visitors)

- Anonymous behavioural data profiles
- In a lead generation campaign personal data, email addresses, phone numbers, etc, consented by the user

### Business Users (Whichit's business platforms' Users)

Personal information submitted while registering to the respective platforms: email addresses, business names, billing addresses, VAT numbers and payment details

## How we store it?

We encrypt your data both at rest and in transit, and our site and storage processes are architected for security.

## Who can access it?

We have extensive internal access controls and regulations for the Whichit team, who only have access to data under limited conditions, and have all been security checked. We follow the principles of the General Data Protection Regulation of May 2018. We have a designated Data Protection Officer, and accountability and privacy are principles that are designed into both our software and policies.

**The data collected from marketing and advertising campaigns using the Whichit platforms will not be affected by the regulation:**

## Collect valuable information, not personal information

Whichit collects user preferences and behaviour without asking for Personal Identifiable Information (PII).

## Honest and clear

Whichit captures only the PII the user has agreed to share after opting in to required consent forms, such as email addresses.

## Give the power to the user

All users can request copies of their personal information stored within the Whichit for Advertisers platform and have the right to be forgotten i.e. remove all data entries upon request, which will increase trust in the brand and will create more valuable connections with the business.

# Let's work together!

pro@whichit.co

