# **better**data

## **Generative AI that transforms real data**

into useful & unlimited synthetic data with real data qualities

Achieve 100% compliance with local, regional & international data protection regulations with near zero data privacy & leakage risks



## **Real Data**

VS

# **Synthetic Data**

Takes 3-24 months to collect
Data cannot be stored indefinitely



## Takes just 3-24 days to collect

Data can be stored indefinitely

Has ethical & privacy concerns



### Eliminates ethical & privacy concerns

using Generative AI and Privacy Engineering

Can be traced to real users



### End-to-end privacy by design

No re-identification of real users, yet retains statistical value of real data

Data licensing & IP issues



#### Data can be licensed & monetized

with data owners retaining 100% IP ownership



