

Data Fact Sheet

Summarise key data to show its impact and guide data management in AI projects



Company Summary

Company Name: DemoCo NI Ltd

Industry: Technology

Date Complete: 24 / 07 / 2025

Description of Data: For a road trip planning service, sources include: customer data (preferences, past trips, rating, feedback which is collected via structured forms), geographic data (maps, driving routes, points of interest), external APIs (weather, events, accommodation), business data (partner locations, services, etc.)

Will you use data to . . .

- ☒ Train AI
- ☒ Take action using data
- ☒ Influence people
- ☒ Improve efficiency
- ☐ Unlock insights
- ☐ Predict something
- ☒ Make informed decisions

What type of data are you using? Select all that apply:

- ☒ **Public Data** Information which can be viewed, accessed and used by anyone (low sensitivity)
- ☒ **Internal Data** Information, which is used internally, specific to a place or group (medium sensitivity)
- ☒ **Confidential Data** Used for internal purposes and usually limited to specific sub-groups (medium or high sensitivity)
- ☐ **Restricted Data** Highest level of sensitivity, carefully controlled data which very specific and minimal groups access (high sensitivity)
- ☒ **PII Data** Personally identifiable information includes any data that has the potential to specify an individual (high sensitivity)

Are you using any of the following? Select all that

- ☒ **Primary Data** Data which has been collected for the first time through personal experience, research, evidence. It is first-hand information.
- ☒ **Secondary Data** Data which has been collected by someone other than the party who is using it. It is second-hand data.
- ☒ **Historical Data** Data which has been collected about past events, circumstances or experiences which apply to a particular subject.

- ☐ Yes ☒ No **Will you be storing data for the project / system?**
- ☒ Yes ☐ No **Will a user be able to take data out of the project / system (i.e., export)?**
- ☒ Yes ☐ No **Can the data the project / systems rely on become out-of-date?**



Will the project focus on . . . Select all that apply:

- ☒ **Existing Data** Information that has already been collected, stored, and available for analysis or use.
- ☒ **Creating New Data** Generating fresh information.