EDPB

Support Pool of Experts Programme

Data Brokers Market Study

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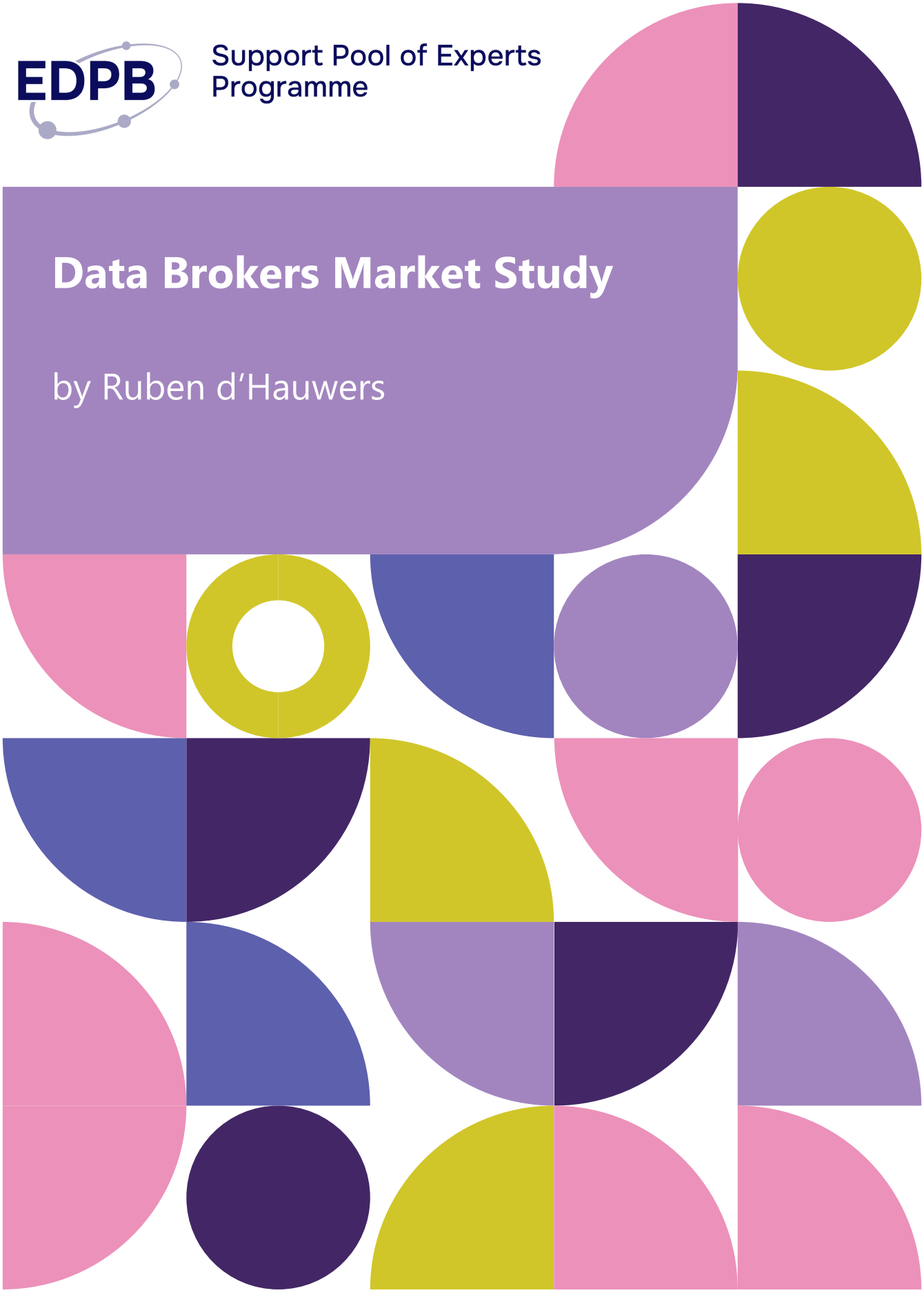

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Management Summary

The Belgian Supervisory Authority (BE SA) commissioned a study through the Support Pool of Experts of the European Data Protection Board (EDPB) to gain greater insights into the **ecosystem of personal data providers and data brokers** operating with a (presumed) main establishment in Belgium. The primary objective of this project is to identify and better understand the key players in the Belgian data brokering and data supply landscape, as well as to identify a methodology to identify cases of data brokerage.

The results of this project will primarily benefit the BE SA, providing it with a strategic overview of major data brokers in Belgium. However, the **methodology developed and applied in this study is designed to be transferable** and may serve as a valuable reference for other supervisory authorities across the EU wishing to conduct similar investigations. Furthermore, the findings offer broader insights into data broker practices.

The study developed a **definition and selection criteria to identify data brokers**. Using these criteria, potential companies could be assessed. However, only a small number of companies were found to fully meet the criteria. To address this, the study introduced a typology capturing companies that partially meet the criteria, ultimately identifying **eight types of data providers and data brokers.**

In addition, the study designed a **search strategy** to identify relevant companies in Belgium. An initial approach based on NACEBEL codes proved ineffective, as these codes are self-reported by companies. A second methodology, using **key terms and online searches**, was more effective and allowed the study to classify companies according to their type of data provider or data broker.

This report is structured in three main parts. First, it outlines the **methodology** used to identify data brokers, including working definitions (e.g. "data broker", "main establishment", "personal data") and a description of the data sources and search criteria applied. Second, it presents a **typology of data brokers** identified, together with an analysis of their business models and an initial risk assessment. Third, the report provides an in-depth **overview of data brokers and providers** identified in Belgium, ranked by type and size (based on number of employees and turnover).

1 Methodology

1.1 Overview Methodology

To provide an overview of which Belgian companies qualify as data brokers, this study followed a structured, multi-step methodology which is outlined in Figure 1.

FIGURE 1: OVERVIEW OF STEPS IN THE METHODOLOGY

The **first step** was to establish a **clear definition of what constitutes a data broker**. To achieve this, a literature review was conducted to identify existing definitions found in academic and professional sources. Based on the review, a working definition was formulated which served as the foundation for developing decision criteria to assess whether a company qualifies as a data broker and whether it meets additional criteria defined by the Belgian Supervisory Authority (BE SA).

Next, in **step 2, a search strategy** was developed to identify potential data brokers operating in Belgium. The initial approach involved identifying relevant NACEBEL codes that could be associated with data brokerage activities. However, this method proved to be ineffective. A more successful strategy involved conducting a key word analysis of the websites of data brokers identified during the literature review. From this analysis, key terms commonly associated with data brokerage were extracted which were used to perform targeted online searches, both via search engines and specific websites, resulting in a long list of companies that could potentially operate as data brokers and - providers.

Finally, **step 3** focused on **selecting companies** from the long list that could be classified as data brokers and - providers. The assessment highlighted that only a limited number of companies fully meet the definition and all decision criteria of a data broker in Belgium. As a result, a typology was developed to categorize companies into different types of data brokers and data providers, along with an assessment of their associated risk levels. These risk levels were used to rank the typologies based on the risk of their potential non-compliance with the GDPR and risk of exposure of personal data. Only the highest-risk types were included in the final selection. Finally, the researcher analyzed each company on the long list, assessed whether it met the selection criteria, and determined its classification within the data broker typology to decide on its inclusion in the research sample.

1.2 Definition of Data Broker

To identify which companies qualify as data brokers, the first step of the project was to establish a clear **definition** of the term. Therefore, a literature review was conducted using the Web of Science database, with the keyword “data broker” guiding the search, as well as an analysis of documents provided in the request for proposal by the BE SA and EDPB. This review identified various definitions and interpretations of the term, which were compared to lead to a **working definition for data brokers** used in this report. This definition then served as the basis for developing **selection criteria** to assess whether a given company fits that role. The following section presents an overview of these definitions, followed by an analysis of the key

characteristics that define a data broker and the selection criteria for determining whether a company can be classified as a data broker.

1.2.1 A definition of a Data Broker

The literature review has shown that data brokers are entities that collect, aggregate, analyze, and resell personal data, often without any direct interaction with the individuals concerned (Ramirez et al., 2014). They operate within the broader "big data" ecosystem, acquiring consumer information from both public and private sources (Crain, 2018). The operations of data brokers can be characterized by five main features:

Large scale collection of Personal Data: Data brokers collect personal data from a wide variety of sources. While some data may be obtained directly from consumers (Crain, 2018), the majority is acquired through indirect means, including purchasing data from private companies and government agencies (Crain, 2018; Ramirez et al., 2014). In addition, data brokers extract information from publicly available sources such as property records, voter registrations, and court documents (Crain, 2018). Scraping social media platforms also represent a valuable source of personal data (Bounie et al., 2021).

Personal Data: The data collected by data brokers often includes sensitive personal data on an individual level. Examples found in the literature, include names, addresses, income levels, loan defaults, criminal records, purchasing behavior, property ownership details, social media accounts, and various types of registry data (Bounie et al., 2021; California Privacy Protection Agency, 2025; Crain, 2018; Ramirez et al., 2014).

Lack of User Control: Much of this personal data collection occurs without the individual's knowledge or consent (Ramirez et al., 2014). In many cases, consumers are unaware of how their data is being gathered, used, or shared, and data brokers unilaterally control the conditions under which personal data is commodified, and will not cede control over data to consumers (Crain, 2018; California Law).

Data Processing and Profiling: Data brokers do more than just collect raw data, they also analyze and aggregate it to create detailed consumer profiles (Aımeur et al., 2022; Ramirez et al., 2014). By combining information from multiple sources, they infer additional insights about individuals, such as preferences, habits, or potential behaviors, thereby increasing the commercial value of the data (Aımeur et al., 2022).

Monetization: These consumer profiles are then monetized, i.e. by selling them to third parties for various purposes, including targeted advertising, identity verification, and fraud detection (Ramirez et al., 2014). They also may use the data to create various informational goods and services (Crain et al, 2018). The goal is typically commercial: companies use brokered data to optimize marketing strategies, personalize services, or implement dynamic pricing based on consumer characteristics.

By synthesizing the various definitions found in the literature, the following working definition of a data broker was developed: ***"Data brokers are commercial entities that collect personal data from a range of public and private sources. They process, analyze, infer, and aggregate this data to create detailed consumer profiles, which are then monetized by developing informational goods and services offered to third parties. These activities typically take place without the knowledge or direct control of the individuals concerned."***

1.2.2 Selection Criteria

To determine whether a company qualifies for inclusion as a data broker in this study, a set of criteria was established based on the working definition of a data broker, as outlined in Section 1.2.1. Specifically, a company is considered a data broker if it meets the following conditions:

- **Collects information from multiple sources** (both public and private);
- **Processes the data to develop consumer profiles**;
- **Monetizes the data** as part of its business model;
- **Operates without giving individuals meaningful information nor control** over how their data is collected or used;
- **Handles personal data**, as defined by the General Data Protection Regulation (GDPR). According to **Article 4(1) GDPR**, *'personal data'* refers to: *"Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person."*
- **The company's main establishment is presumably[1] located in Belgium**. As defined in **Article 4(16)(a) GDPR**, the *'main establishment'* is: *"The place of central administration of a controller or processor in the EU, where decisions about the purposes and means of personal data processing are made and effectively implemented. If such decisions are made in another EU location, that establishment is considered the main one instead."* In cases where it is unclear whether the Belgian office is the presumed main establishment, and this cannot be confirmed via the company's website or privacy policy, it was agreed in discussions with the BE SA and the Secretariat of the EDPB that such companies will still be included if they have an office in Belgium. Further investigation will be required to validate the establishment of the companies.

Additionally, **turnover** is not used as a selection criterion. However, it serves as a measure of a company or a group of companies (in case of consolidated accounts) its relevance and is used to categorize companies by importance in Section 3, which provides an overview of the selected data brokers. According to (European Data protection Board (EDPB), 2023), *'turnover'* is defined as *"the sum of all goods and services sold. Net turnover means the amount derived from the sale of products and the provision of services after deducting sales rebates and value added tax (VAT) and other taxes directly linked to turnover."* As for many companies the turnover is not publicly made available, the **number of employees** is also provided as a measure of the size of the company.

Based on these criteria and definitions, the specific selection criteria used for company inclusion are summarized in Table 1.

[1] The main establishment of a controller cannot be definitively determined within the scope of this project. Instead, the identified establishments are based solely on publicly available information and will require further validation.

Selection Criteria	Definition
Collects information from multiple sources	Data is collected and gathered from different sources, mining public and private data or buying data.
Processes the data to develop customer profiles	Personal data is processed, aggregated and/or profiled
Monetizes the data	Data is sold and/or exchanged with data consumers and/or data brokers
No meaningful control by individuals	In most cases, there is a limited direct relationship with the data subject, data is collected with limited knowledge of the data subject and the data subject has limited control
Personal Data	Personal data is any information relating to an identified or identifiable natural person

TABLE 1: SELECTION CRITERIA

1.3 Search Strategy

To identify data brokers, a search strategy was developed using an **iterative approach** to determine the most effective method. Section **1.3.1** discusses the initial strategy based on **NACEBEL codes**, explaining the rationale behind this approach and why it ultimately proved unsuccessful. As a result, an **alternative strategy** was adopted, which involved identifying data brokers using **keywords** found on their websites. These keywords were then used in searches via web engines and specialized websites to detect potential data brokers. To define and support this strategy, Section **1.3.2** presents a **key word analysis** of existing data brokers to determine which keywords are most commonly used. It outlines the **selected keywords**, it evaluates their **effectiveness** in identifying data brokers and provides an overview of the **sources** that yielded the most relevant search results.

1.3.1 NACEBEL search strategy

The initial strategy for identifying data brokers relied on NACEBEL codes, the Belgian adaptation of the European NACE (Nomenclature des Activités Économiques dans la Communauté Européenne) system for classifying business activities. The aim was to pinpoint the codes most relevant to data brokerage and use them to filter companies in official Belgian business databases such as Belfirst. The selected NACEBEL codes were:

- **63**: Information service activities
- **631**: Data processing, hosting, and related activities; web portals
- **6311011**: Creation of databases by assembling and possibly interpreting data from one or more sources, such as schedules, industrial catalogues, scientific data, etc.
- **6311013**: Provision of databases, delivering data to users (individually or in groups), either in a specific order or sequence, via direct access (online) or extraction

Using these codes, 7,864 companies operating in Belgium were identified. However, the approach quickly proved ineffective: the sample was overly broad, including many unrelated businesses, while missing several companies already known to be data brokers. NACEBEL codes proved unreliable because they are self-reported and often misrepresent activities, either through incorrect classifications or overly broad codes covering diverse operations. Given these

limitations, this approach was abandoned in favor of the targeted search method outlined in the next section.

1.3.2 Key Words Analysis & Online Search

A more effective search strategy relied on **targeted keywords in online searches** to identify data brokers. The first step was to determine which terms were most useful for this purpose. To generate these, the researcher conducted a **keyword analysis** of 18 known or former data providers and brokers, identified during the literature review (Section 1.2) and suggested over the course of this project. These included (former) Bisnode, Acxiom, Rocketreach, CoreLogic, eBureau, TransUnion, ID Analytics, Intelius, PeekYou, Rapleaf, Recorded Future, Companyweb, Ads & Data, Freedelity, DPG Media Datalab, TomTom, and Mastercard.

The websites of these companies were examined to extract **frequently used terms and phrases linked to data brokerage or supply**. The resulting keyword list was then applied in search engines and specific platforms to identify a broader pool of potential data brokers and providers.

An overview of these keywords, and their effectiveness in generating a long list of relevant companies, is presented in Table 2, which distinguishes between general keywords and those tied to specific use cases. Searches were conducted primarily in English, as many terms are commonly used in English even across other languages. In some cases, however, keywords were translated into Dutch or French (*).

General Key Words	Success Rate
Third party data / Third party intelligence	Medium
First Party Data	Medium
Data Platform/ Warehouse	High
Data pool/ Data warehouse / data collaboration	High
Data qualification*/ Enrichment	Medium
Data Analytics/ Predictive data/ Data as a service	High
People Search Use Case	Success Rate
Contact information*/ Database/ People Search/ Prospect list	Low
Online identity/ Identity intelligence/ Identity information*	Medium
Reverse phone lookup / reverse address lookup/ email validation/ ID bridging	Low
B2B data	High
Marketing	Success Rate
Consumer insight*/ Customer data/ Customer data platform/ customer intelligence	Medium
Data driven marketing/ Marketing intelligence / Precision marketing	Medium
Consumer spending*	Medium
Personalized data *	Medium
Omnichannel data / Cross-platform data	Low
Geomarketing	High
Profile / Data enrichment	High
Fraud/ Risk	Success Rate
Identity risk solution	Low
Credit risk assessment	Low

Background check / public record search	Low
Fraud analysis	Low
Real estate	Success Rate
Property information*	Low
Real estate data	Medium
Proprietary analysis	Low
Mobility	Success Rate
Traffic data*	Low
Location intelligence*	Low
Insurance	Success Rate
Insurance	Medium
Lead Generation	Success Rate
Buy leads*	High
Lead Generation,	Low

TABLE 2: OVERVIEW SEARCH TERMS AND SUCCESS RATE

Additionally, the Table 3 provides an overview of the most useful web engines and online databases which were used in this project.

Type	Link	Success Rate
Web Engine	https://search.brave.com/	Medium
Web Engine	https://www.google.com/	High
Online Database	https://www.f6s.com/directory/company-collections	High
Online Database	https://datarade.ai/	High
Online Database	https://www.seedtable.com/	High
AI agent	https://chatgpt.com/	Medium
Online Database	https://themanifest.com/be/big-data/companies	Low/Medium
Blog	https://flypix.ai/blog/geospatial-companies-in-belgium/	Low/Medium
Blog	https://www.odum.digital/wp-content/uploads/2020/06/data-enrichment.pdf	Low/Medium

TABLE 3: OVERVIEW OF WEB ENGINES AND ONLINE DATABASES AND SUCCESS RATE

2 Typology of Data Brokers

Discussions with the Secretariat of the European Data Protection Board (EDPB) and the Belgian Supervisory Authority (BE SA) revealed that only a limited number of companies fully meet the definition and all decision criteria of a data broker. To address this, a **typology** was developed to categorize companies into different types of data brokers and data providers, along with an assessment of their **associated risk levels**.

A typology is a classification system that organizes objects based on shared characteristics and differences (Mandara, 2003). **Ideal-type analysis** (Gerhardt, 1994) was used to systematically compare cases and form representative "ideal types" based on recurring patterns in behavior (Stapley et al., 2022). The development of the typology followed a two-step process:

1. **Typology Development**: First, the business models of potential data brokers and data providers were analyzed using the decision criteria outlined in Section 1.2.2. This analysis relied on publicly available information, primarily sourced from company websites. Each company was assessed based on how it fulfilled the selection criteria in its own distinct way, resulting in the formation of different data broker types.
2. **Preliminary Risk Assessment**: In the second step, a preliminary risk evaluation was conducted for each identified type. The focus was on assessing the **risk of exposing personal data**, based on whether individual or aggregated data was shared, whether data is combined with different sources, and the risk of reidentification in case of aggregated data. Based on this analysis, the typologies were ranked according to their preliminary risk level. It is important to note that this is a preliminary risk assessment, based solely on publicly available information from the shortlisted companies' websites, and does not take all required factors into account for a comprehensive privacy risk assessment. Only the types with the cases with **high and medium risk** were selected for inclusion in the final sample.

2.1 Overview of types of data brokers and providers

Table 4 presents an overview of the **eight identified types of data brokers and data providers**. It outlines the selection criteria for each type and includes a preliminary privacy risk assessment based on the nature of the personal data involved. The providers are ranked according to their preliminary **privacy risk**, starting with the high-risk categories and moving toward those with medium-risk levels. A given organization can be classified in more than one category (e.g. if it offers several services).

	Data Collection	Data Processing	Monetization	Control by Individual	Preliminary Privacy Risk
Personal Data Broker	Multiple public & private sources	Processed, aggregated, profiled	Sold or exchanged	No	High: Individual data, Combining sources
Data Pool & Data Cleanroom	Collaboration between companies	Processed, aggregated, profiled	Sold/ Exchanged between partners	Yes	High: Individual encrypted, aggregated or pseudonymised data, Combining sources
AI platform integrating personal data	Multiple public & private sources	Train AI algorithm, profiling	Technology product	No	High: Individual data, Combining sources
Data broker with user control	Multiple public & private sources, user provided	Processed, aggregated, profiled	Sold/Exchanged	Yes	High: Individual data, Combining sources
Data Provider of self- generated data on individual level	Generated by the company	Raw data, processed or profiled	Sold or part of technology product	Yes/ No	Medium: Individual data
Business data broker	Multiple public & private sources	Database of raw data	Sold/Exchanged	No	Medium: Individual (business) data
Data Marketplace	Platform for data providers and data consumers	Raw data	Sold/ Exchanged on platform provided by marketplace	Yes/No	Medium: Aggregated data, reidentification risk by combining sources
Data provider of aggregated data with reidentification risk	Multiple public & private sources	Processed, aggregated	Sold/ Exchanged	No	Medium: Aggregated data, reidentification risk at granular level

TABLE 4: OVERVIEW TYPES OF DATA BROKERS AND DATA PROVIDERS

Personal data brokers fully meet the selection criteria. The other cases, while not meeting the criteria entirely due to differences in their business models, are nevertheless related and relevant for analysis.

In **high-risk cases**, data is exchanged and combined from multiple sources, either for direct sale or for integration into a technological product, and concerns personal data on an individual level. *Personal data brokers* combine different data sets, profile people and sell this data to other companies without control of the data subject. In the case of *data pools and cleanrooms*, data is shared in a collaborative setting between partnering organizations. For *AI platforms integrating personal data*, algorithms process personal data to profile individuals; however, the data is not sold directly but incorporated into an AI-based product offering. *Data brokers with user control* operate by selling user-provided data, with the users retaining some degree of control over its use.

In **medium-risk cases**, personal data is also exchanged or sold, either at an individual level or in aggregated form. When aggregated data is involved, the potential for re-identification becomes a concern. *Data providers with self-generated individual-level data* create and sell their own datasets without combining them with other sources. *Business data brokers* compile and sell information from several business-related sources, which often include personal details such as contact information and professional profiles. *Data marketplaces* offer platforms for exchanging and selling personal data, sometimes with and sometimes without user consent. Finally, *data providers handling aggregated data* specifically deal with aggregated datasets; however, when multiple sources are combined at high levels of granularity, the risk of re-identification remains.

3 Data Brokers Overview

3.1 List of (different types of) Data Brokers

The table below provides an overview of the different types of data brokers and data providers identified during the research. The information was collected between early 2025 and September 2025, and is therefore subject to change.

Name	Website	Data Broker Type
Geo Post Codes	https://www.geopostcodes.com/	Personal Data Broker
InfobelPro	https://www.infobelpro.com/	Personal Data Broker
Belgium Corporate Investigators	https://www.belgiumcorporateinvestigators.com/	Personal Data Broker
TargetSearch	https://www.targetsearch.be/	Personal Data Broker
Sirius Insight	https://siriusinsight.be/	Personal Data Broker/Provider of aggregated data with reidentification risk
Kinesso	https://kinesso.com/	Data Clean Room
Numberly	https://numberly.com/en/	Data Clean Room
DataVillage	https://www.datavillage.me/	Data Clean Room
WeHave	https://www.wehave.io/	Data Clean Room
Ads&Data	https://www.adsanddata.be/	Data Pool
Freedelity	https://www.freedelity.be/	Data Pool
DPG Media DataLab	https://www.dpgmediagroup.com/nl-BE/adverteren/services/trusted-web/media-services-datalab	Data Pool
Realo	https://www.realo.be/	AI platform integrating personal data
MoodMe	https://www.mood-me.com/	AI platform integrating personal data
Sentiance	https://sentiance.com/	AI platform integrating personal data
Taglayer	https://taglayer.com/	AI platform integrating personal data
HelloCustomer	https://www.hellocustomer.com/en/	AI platform integrating personal data
Stellar	https://stellar.io/	AI platform integrating personal data
Profila	https://www.profila.com/	Data Broker with user control
Geens	https://geens.com/membership	Data Broker with user control
LinkedCar	https://www.linkedcar.be/	Data Broker with user control
Uman.ai	https://www.uman.ai/	Business Data Broker
data.be	https://data.be/	Business Data Broker
Volcaino	https://www.volcaino.com/	Business Data Broker
Trends Business Informatio	https://trends-business-information.be/en/marketingtools	Business Data Broker
Company Web	https://www.companyweb.be/en	Business Data Broker
Altares	https://www.altares.be/en/	Business Data Broker
PHCom	https://www.phcom.be/database/en/database-b2b-belgium	Business Data Broker
Open The Box	https://openthebox.com/nl	Business Data Broker
Pinakes	https://www.pinakes.be/	Business Data Broker
Bizzy	https://app.bizzy.org/en	Business Data broker
Bobex	https://www.bobex.be/nl-be/	Data Provider self-generated data

Solvari	https://www.solvari.be/nl	Data Provider self-generated data
Lead Angels	https://leadangels.be/	Data Provider self-generated data
Joyn	https://joyn.eu/	Data Marketplace
Shipnext	https://shipnext.com/	Data Marketplace
Mobito	https://www.mobito.io/	Data Marketplace
Djustconnect	https://www.djustconnect.be/	Data Marketplace
GIM	https://www.gim.be/en	Provider of aggregated data with reidentification risk
Geo Consulting	https://geoconsulting.eu/	Provider of aggregated data with reidentification risk
RetailSonar	https://retailsonar.com/	Provider of aggregated data with reidentification risk
Cegeka Mobilize & UrbanSense	https://urbansense.be/ and https://www.cegeka.com/en/solutions/products-platforms/mobilize	Provider of aggregated data with reidentification risk
GeoMobility	https://www.geomobility.eu/	Provider of aggregated data with reidentification risk

3.2 Data Brokers Key Information[2]

3.2.1 Personal Data Brokers

A personal data broker fulfils the selection criteria entirely in line with the definition which was provided in section 1.2.1. Thus, personal data is collected from multiple sources, they process data to develop customer profiles, data is sold and exchanged with data consumers while the data subject keeps no meaningful control over the data.

InfoBelPro

InfoBelPro is classified as a personal data broker operating in both B2B and B2C markets. It provides individual-level personal data, including names, mobile phone numbers, emails, physical addresses, income, gender, and house ownership, covering data from eleven countries. The company integrates data from multiple sources, although the exact origins of the data are not disclosed on its website. InfoBelPro sells datasets containing personal profiles and contact details, which are primarily used for geomarketing, calling campaigns, mailing campaigns, and SMS campaigns. Its pricing model is based on custom arrangements, depending on the number of data points purchased. On its website, the company claims that users have given consent to be contacted for marketing purposes.

[2] The information collected is based solely on publicly available sources (e.g., company websites) and was not independently verified. This limitation is especially relevant for companies that claim the data they process is anonymized or that they use privacy-friendly services.

Official Name	Infobel SA
VAT number	BE0453.604.761
Website	https://www.infobelpro.com/
Address in Belgium	506 Chaussée de Saint-Job 1180 Bruxelles (Uccle), Belgium
Turnover	Not Available
Number of employees	12 in 2024
Link to Privacy Statement	https://www.infobelpro.com/en/privacy-policy and https://www.infobelpro.com/infobel-privacy-data-protection-overview

GeoPostcodes

GeoPostcodes is also classified as a personal data broker. It offers postal and ZIP code data drawing on an extensive address and population database covering 247 countries. It is unclear whether the data is linked to individuals, or mainly consists of street names and postal codes. This data is made available both on an individual and an aggregated level. The company integrates information from approximately 1,500 sources, although the origins of these sources are not specified on its website. The datasets are applied in use cases such as address validation, autocomplete services, shipping, geocoding, and sales and marketing activities. GeoPostcodes follows a licensing model with custom pricing, which varies depending on the number of data points, the use case, and the country coverage.

Official Name	GeoPostcodes
VAT number	BE0665.934.989
Website	https://www.geopostcodes.com/
Data broker Type	Personal Data Broker
Address in Belgium	Rue Général Lotz 57, 1180, Brussels, Belgium
Turnover	Not available
Number of employees	19 in 2024
Link to Privacy Statement	https://www.geopostcodes.com/privacy-policy/

Sirius Insight

Sirius Insights is classified as both a data broker and an aggregated data provider with reidentification risk. The company specializes in geomarketing solutions for governments and retailers, using a mix of public data (e.g., government sources) and data from commercial partners to develop its information products. Data from commercial partners may include personal data, such as postal addresses, gender, or year of birth.

Their (potential) data broker offering includes their DIVIDUALS offering, which applies its own processes to generate insights into segmenting Belgian households based on the characteristics, interests, and behaviors of Belgian households at an aggregated level. Companies can also contribute their own datasets and combine them with Sirius Insights data, and individual customer data can be validated, corrected and enriched with Dividuals.

They also offer aggregated data provider services, offering localized marketing data (for example, to help a retailer decide where to open a new store) and enriches it with multiple sources, there is a risk that individuals could be inferred at a more granular level. Data subjects have no control over the data. There is no information on pricing models.

Official Name	Sirius Insight
VAT number	BE0440.647.343
Website	https://siriusinsight.be/
Data broker Type	Data Broker Aggregated data provider with reidentification risk
Address in Belgium	Avenue Alexander Fleming 10, 1348 Louvain-la-Neuve
Turnover	Not available
Number of employees	6 in 2024
Link to Privacy Statement	https://siriusinsight.be/privacy-policy/?lang=en

Target Search

Target Search is classified as a personal data broker that also offers consulting services in geomarketing. It provides personal data such as names and family names linked to ethnicity and addresses, as well as aggregated socio-demographic data. The company combines public data with a self-generated database of names, though it does not disclose more detailed information about the data sources. Its services are used for ethnomarketing, enabling segmentation based on origin, gender, and socio-demographic characteristics. These practices allow companies to infer the ethnicity of potential customers in order to adapt marketing campaigns and enrich their customer databases. In addition, Target Search offers geomarketing services based on aggregated socio-demographic data. Information on pricing and user consent is not provided on the company's website.

Name	Target Search BV
VAT number	BE0824.746.755
Website	https://www.targetsearch.be/nl/etnomarketing/ https://www.targetsearch.be/nl/geomarketing/
Data broker Type	Data Broker (etnomarketing/ Geomarketing
Address in Belgium	Voetweg 9, 9830 Sint-Martens-Latem
Turnover	Not available
Number of employees	No employees
Link to Privacy Statement	https://www.targetsearch.be/nl/privacybeleid/

Belgium Corporate Investigators

Belgium Corporate Investigators is a company that may potentially operate as a personal data broker, although this cannot be fully confirmed based on the information available on its website. The firm presents itself as an online venture providing background verification services in Belgium. Its services include identity checks, education verification, criminal and civil record checks, and professional licensing verification. In addition, the company investigates fraud claims, life insurance claims, and accidental benefit or death claims. The exact sources of data used to conduct these investigations are not disclosed and could not be independently verified. However, given that similar international data brokers rely on personal data to provide comparable services, Belgium Corporate Investigators is included in this study as a relevant

case. Beyond background checks, the company also offers corporate investigations, due diligence services, and insurance-related investigations. No information regarding pricing models or user consent is available on its website.

Official Name	Not available on website
VAT number	BE0824.746.755
Website	https://www.belgiumcorporateinvestigators.com/
Data broker Type	(potential) personal data broker
Address in Belgium	Could not be identified
Turnover	Could not be identified
Number of employees	Could not be identified
Link to Privacy Statement	Not available

3.2.2 Data Pools & Cleanrooms

A **data pool** is a collaborative arrangement between multiple companies aimed at collecting and exchanging data within a shared environment. The technical environment enabling this collaboration is referred to as a **clean room**. This technological setup aims to enable data sharing in a more privacy-preserving way, by aggregating or encrypting data, and aims to foster trust among the participating organizations. Within this environment, personal data is typically exchanged in aggregated form, encrypted, or on a pseudonymized individual level, using the technologies developed in the clean room. The purpose of the data exchange is to create enriched profiles or aggregated datasets that enhance the databases of all collaborating parties, with data flowing from both sides to support mutual value creation. However, by combining different databases, a risk of re-identification exists. Below, "data pools" refer to organizations that combine data into a single shared pool, whereas "clean rooms" simply provide the technical environment for collaboration.

DPG Media Datalab

DPG Medialab is classified as a data pool. They supply first-party data to enable data-driven marketing, including customer information such as gender, age, location, and online behavior. This data is collected through the DPG network, allowing companies to combine DPG Media data with their own CRM data to better identify and target their audiences. In addition, DPG Medialab offers insights and lookalike audiences based on their proprietary data models. While data subjects provide consent when interacting with DPG Media, they have no direct control over how their data is used. Information regarding the pricing model is not disclosed.

Name	DPG Media
DPG Media	BE0432.306.234
Website	https://www.dpgmediagroup.com/nl-BE/adverteren/services/trusted-web/media-services-datalab
Data broker Type	Data Pool
Address in Belgium	Mediaplein 1, 2018 Antwerpen
Turnover	550.072.286 EUR in 2023 (entire company)
Number of employees	1206 in 2023 (entire company)
Link to Privacy Statement	https://www.dpgmediagroup.com/nl-BE/privacybeleid

Ads&Data

Ads&Data is classified as a data pool. The platform facilitates secure data collaboration between publishers and broadcasters, including Play Media, Mediahuis, and VRT, as well as telecom partners such as Telenet and Proximus. Within this environment, Ads&Data claims the databases are matched in a safe and fully anonymized manner, allowing the partners to analyze audience reach, generate actionable insights, and identify opportunities to engage new audiences. This approach supports advanced contextual targeting while ensuring that individual data remains protected. Ads&Data primarily leverages online behavioral data combined with telecom data, with data subjects providing consent for the use of their information. Details regarding pricing models are not publicly available.

Official Name	Ads & Data
VAT number	BE0809.309.701
Website	https://www.adsanddata.be/ https://www.adsanddata.be/adverteren/ https://www.adsanddata.be/nieuws/ads-data-pakt-uit-met-crossplatform-datastrategie/
Data broker Type	Data Pool
Address in Belgium	Harensesteenweg 226 1800 Vilvoorde
Turnover	26.984.434 EUR in 2024
Number of employees	127 in 2024
Link to Privacy Statement	https://www.adsanddata.be/technical-partners/

Freedelity

Freedelity is classified as a data pool, facilitating collaboration between retailers while giving consumers control over their consent. The platform integrates three distinct offerings: MyFreedelity for consumers, CustoCentrix for retailers, and Data Quality for data officers. The data pool functionality within CustoCentrix involves a community of companies that share the principle of jointly managing identification and contact data. Transactional data from participating retailers are combined and linked to individual customer identities within what is referred to as the consumer data hub. MyFreedelity allows consumers to manage their personal

data and consent, enabling them to access promotions and discount vouchers in return. Pricing for Freedelity's services is based on the number of data points, corresponding to the number of users included in the system.

Official Name	Freedelity
VAT number	BE0818.399.886
Website	https://www.freedelity.be/ https://www.custocentrix.be/ https://www.myfreedelity.com/
Data broker Type	Data Pool
Address in Belgium	Rue Altiero Spinelli 7, 1401 Nivelles
Turnover	Not available
Number of employees	10 in 2024
Link to Privacy Statement	https://www.myfreedelity.com/vie-privee

Kinesso (IPG mediabrands)

Kinesso, part of IPG Media Brands, is classified as a potential data cleanroom operator and marketing agency. The company provides services designed to generate insights into target audiences, digital engagement, and online search behavior. It claims to rely on "first-party data" to support these services, aiming to build a unified customer view through advanced identity solutions that enhance targeting and measurement. The data it uses primarily consists of media-related information, including audience data, social media data, and media content, which are combined to develop customer profiles. These profiles are then applied to enable targeted advertising, personalized marketing strategies, and improved customer connections. Based on their website, Kinesso operates through different international offices under the IPG Media Brands umbrella, each offering a range of services. IPG Media Lab, IPG Mediabrands, Kinesso, and Axciom are all companies belonging to the Interpublic Group (IPG). It is unclear whether IPG Media Brands is a Belgian or a US based company. Notably, one office has collaborated with Amazon to develop a data cleanroom. However, the company does not disclose information on its pricing model or whether user consent is obtained for data use.

Official Name	Kinesso Belgium (brand of IPG Media Brands)
VAT number	BE0503.829.975
Website	https://kinesso.com/ https://www.kinesso.co.uk/data-tech/ https://ipgmediabrands.be/ [3] https://www.interpublic.com/our-companies/
Data broker Type	Data Cleanroom / Marketing agency
Monetization Strategy	Not clear on website
Data Subject Relationship	Not clear on website
Address in Belgium	Ildefonse Vandammestraat 5-7d, 1560 Hoeilaart (Kinesso also operates offices in London, Amsterdam, and New York, which function as a sub-brand of the (Belgian or US based?) company IPG Mediabrands. It

[3] Website under maintenance at time of developing the report, so information related to IPG Mediabrands could not be verified.

	remains unclear which services are offered in Belgium and which abroad.)
Turnover	€ 32,506,811 in 2024 (Kinesso)
Number of employees	8 in 2024 (Kinesso)
Link to Privacy Statement	https://www.ipgmediabrands.com/privacy-notice/ https://kinesso.com/website-privacy-notice/

DataVillage

DataVillage is classified as a platform providing data cleanroom services. It enables financial institutions to collaborate in a privacy-preserving environment by sharing intelligence on suspicious accounts without exchanging raw data. Instead, high-risk signals from sources such as telcos, or peer institutions are privately exchanged to generate a multi-source fraud score, which supports the detection of hidden patterns, trust assessment before payments, and the identification of high-risk cases for investigation. The platform uses AI agents that analyze alerts in natural language, drawing on both internal systems and external sources. DataVillage claims these queries are free of personal data and help detect fraud patterns. However, data subjects have no control over the process, as the data is encrypted. No information about the pricing model is available on the company's website.

Name	Data Village
VAT number	BE0720.755.134
Website	https://www.datavillage.ai/
Data broker Type	Platform providing Data Cleanroom services
Address in Belgium	Cours Saint-Michel 30 B, 1040 Brussels, Belgium
Turnover	Not available
Number of employees	2 employees in 2024
Link to Privacy Statement	Not available

WeHave.io

WeHave.io is classified as a platform providing data cleanroom services. The platform combines data from rights holders, such as football clubs, with collaborating brands. Data is loaded via CSV, API, or data warehouse sync, but never leaves the control of the data controller. WeHave claims personal data is hashed and anonymized before matching. WeHave.io enables football clubs to analyze fan engagement, track conversions, revenue attribution, customer spending, and lifetime value, similar to digital marketing channels. Since WeHave.io claims the data is anonymized, data subjects have no direct control over it. The pricing model is customized based on customer needs.

Official Name	WeHave
VAT number	BE0795.870.053
Website	https://www.wehave.io/
Data broker Type	Platform enabling Data Cleanroom services
Address in Belgium	Kattestraat 26, 2890 Puurs-Sint-Amands, Belgium
Turnover	Not available
Number of employees	Not available (listed as a small company)

Link to Privacy Statement	https://www.wehave.io/data-collaboration-policy https://www.wehave.io/privacy-policy

3.2.3 AI platforms with personal data integration[4]

An **AI platform with personal data integration** leverages various sources of publicly available data, such as social media or internal company data, to train AI algorithms, process information, and create user profiles using artificial intelligence. This personal data is typically used to enhance a service offering, often embedded within a technological product that is monetized through service sales. In most cases, data subjects have no control over the use of their data, as it is often passively collected or **crawled from online sources** without their direct involvement. Although the data itself is not sold or exchanged directly, there is a significant **risk of personal data being exposed or further enriched** through AI-driven profiling and analysis.

Sentiance

Sentiance is classified as an AI platform with personal data integration. It offers on-device AI technology that collects personal data, including mobility and behavioral information, through smartphone sensors such as GPS, gyroscope, and accelerometer. This data is enriched with third-party sources, including weather and traffic information. The platform uses the data for profiling, providing insights into driving behavior, crash detection, mobility patterns, and lifestyle analytics. It is also applied in usage-based insurance. The revenue model is technology-based, though specific pricing details are not provided on the website. The platform indicates that data subjects provide consent for their data to be used.

Official Name	Sentiance
VAT number	BE0473.127.002
Website	https://sentiance.com/
Data broker Type	AI platform with personal data integration
Address in Belgium	Michel de Braeystraat 52 2000 Antwerp
Turnover	Not available
Number of employees	19
Link to Privacy Statement	https://sentiance.com/privacy-policy

HelloCustomer

Hello Customer is classified as an AI platform integrating personal data. It centralizes and analyzes customer feedback by combining multiple data sources. The platform captures feedback from surveys across different channels, integrates behavioral shopping data, and pulls in online sources covering the entire customer journey (including WhatsApp, Trustpilot, Google, and social media). It also connects with CRM systems to combine demographic details, transaction records, product information, and other customer data. Through its AI capabilities, the platform profiles customers to generate insights on customer experience, segmentation, and sentiment analysis. The revenue model is technology sales-based, though no specific pricing details are disclosed on the website. The data is collected with the control and consent of the data subject.

[4] This does not exclude that other types of data providers and/or brokers do not make use of AI.

Name	Insider Metrics NV
VAT number	BE0563.644.135
Website	https://www.hellocustomer.com/
Data broker Type	AI platform with personal data integration
Address in Belgium	Visserij 171, 9000 Ghent
Turnover	Not available
Number of employees	10 in 2024
Link to Privacy Statement	https://www.hellocustomer.com/en/privacy-policy

Realo

Realo is classified as an AI platform with personal data integration. It functions primarily as a matchmaking platform for real estate but also provides AI-generated property valuations. These valuations combine over 450 public and internal data sources on real estate to profile and estimate property values. Since these properties can be linked to individuals, the data may be considered personal. Individuals do not provide consent for the use of their data. The platform offers a subscription at €60 per year or a single property estimation for €20.

Official Name	Realo
VAT number	BE0543.772.595
Website	Realo.be
Data broker Type	AI platform with personal data integration
Address in Belgium	Poel 16, 9000 Gent
Turnover	Not available
Number of employees	9 in 2024
Link to Privacy Statement	https://www.realo.be/nl/privacy

Taglayer

Taglayer is classified as an AI platform with personal data integration. The platform enables AI-driven omnichannel experiences tailored to individual users. It uses a customer data platform that integrates various sources of personal data, including behavioral data, social media information, and contact details. Based on AI-driven predictions, the platform can profile individuals and anticipate their behavior. Pricing follows a freemium model, with additional growth and enterprise packages that vary according to functionality. No information is provided regarding data subject control.

Official Name	Taglayer
VAT number	BE0649.465.874
Website	https://taglayer.com/
Data broker Type	AI platform with personal data integration
Address in Belgium	Meir 78 Bus 44, 2000 Antwerp
Turnover	Not available, 50,785 EUR loss in 2024 https://www.companyweb.be/en/0649465874/tag-layer
Number of employees	5 in 2023
Link to Privacy Statement	https://taglayer.com/legal/privacy

MoodMe

MoodMe is classified as an AI platform with personal data integration. It provides real-time emotion detection using AI, which can operate via a phone camera or installed cameras. The platform identifies emotions based on facial expressions and supports multiple use cases, including facial emotion detection, event management, and healthcare. Its pricing model is based on technology sales. Control by the data subject depends on the use case: in event management applications, individuals have no control over their data, while in other applications, there may be potential ways to grant control depending on implementation.

Official Name	Mood Me Belgium
VAT number	BE0550.385.819
Website	https://www.mood-me.com/
Data broker Type	AI platform with personal data integration
Address in Belgium	5 Rue des Vertes Haies, 1400 Nivelles, Belgium
Turnover	14,485 EUR in 2024
Number of employees	1 in 2024
Link to Privacy Statement	https://www.mood-me.com/moodmirror-privacy-policy/

Stellar.io

Stellar.io is classified as an AI platform integrating personal data. It is a recently established influencer marketing platform designed to help companies connect with influencers, manage campaigns, and forecast as well as track results and ROI. The platform scrapes social media data to identify influencers and builds an influencer database from this information, enabling companies to discover influencers that align with their brand. It further supports businesses in composing influencer portfolios based on audience demographics, thereby tailoring campaigns to target groups. No information on the pricing model is provided on the website. Data subjects do not provide consent or have control over the use of their data.

Official Name	HeavenTech
VAT number	BE1009.938.066
Website	https://stellar.io/
Data broker Type	AI platform with personal data integration
Address in Belgium	Rue de Livourne 7/6,1060 Saint-Gilles

Turnover	Not available
Number of employees	5 to 9 (not all data available)
Link to Privacy Statement	https://stellar.io/privacy-policy/

3.2.4 Data Broker with User Control

A **data broker with user control** collects personal data from various sources to sell or exchange it with other companies. However, unlike a traditional data broker, this model involves **active participation and consent** from the data subject. Individuals willingly subscribe to the broker's services, provide access to their personal data, and consent to its use and sharing. In some cases, users are even **rewarded with a share of the revenue** generated by the data broker. The data is typically shared in **encrypted, aggregated, or anonymized formats**. Nonetheless, users may not fully understand the **privacy risks** involved in sharing their data and may be inadequately informed, especially when influenced by the promise of financial rewards.

Profila

Profila is classified as a data broker with user control. It operates as a personal platform that allows individuals to sell their own data and share in the profits generated. Personal data is collected through surveys completed by users and by integrating additional data sources. Profila then compiles profiles based on this information, which are sold to brands, with consumers receiving financial compensation in return. The pricing model is not disclosed on the website. In this model, data subjects retain control over their personal data.

Official Name	Profila (Profila Europe BV)
VAT number	BE0675.820.774
Website	https://www.profila.com/
Data broker Type	Data broker with user control
Address in Belgium	Avenue de Roodebeek 213, 1030 Schaerbeek
Turnover	Not available
Number of employees	Not available (listed as a small company)
Link to Privacy Statement	https://www.profila.com/privacy

Geens

Geens is classified as a data broker with user control. It operates as a personal platform that enables individuals to sell their own data and share in the profits generated through a European data marketplace. Personal data is collected by consumers in a central location and can be enriched by integrating additional data sources. Beyond its marketplace, Geens functions as a membership organization with an ethical committee to oversee responsible data management. It also provides a broader ecosystem of cloud-based services and features built on Geens components. The pricing model is not disclosed on the website. In this model, data subjects retain full control over their personal data.

Official Name	Geens.com VZW
VAT number	BE0507.759.069
Website	https://geens.com/
Data broker Type	Data broker with user control
Address in Belgium	ULeuven Incubation Center, Gaston Geenslaan 1, 3001 Leuven
Turnover	Not available
Number of employees	Not available (listed as a small NGO)
Link to Privacy Statement	https://geens.com/privacy-policy

LinkedCar

LinkedCar is classified as a data broker with user control. Through the LinkedCar app, drivers can choose to share their vehicle data, insurance contracts, roadside assistance information, and more with data recipients. Drivers are compensated for sharing their data and provide consent via a blockchain-based system. Companies can integrate this data into their systems through a CRM solution based on Salesforce technology. No details are provided regarding LinkedCar's exact pricing model.

Name	Ottobee
VAT number	BE0742.738.106
Website	https://www.linkedcar.be/
Data broker Type	Data broker with user control
Address in Belgium	Corda Campus Hasselt, Kempische Steenweg 303/200 3500 Hasselt, Belgium
Turnover	Not available
Number of employees	1 in 2023
Link to Privacy Statement	not available

3.2.5 Business Data Broker (with personal data)

A **business data broker** collects business information from a variety of public sources, often enriched with additional inputs such as social media data, and sells or exchanges it with other companies. Unlike traditional data brokers, the focus is primarily on business and professional data, though it also includes names and personal (business-related) information, such as contact details and job roles of individuals working in organizations. The data is typically sold in the form of databases or through access to platforms, and in some cases it is further profiled or combined with AI-driven functionalities. Use cases involving personal data usually support prospecting activities by providing companies with direct contact information. Importantly, the data is usually collected without the consent of the individuals concerned.

Trends Business Information

Trends Business Information, a company that is part of Roularta Media Group, is classified as a business data broker. It provides prospecting services, analytical tools, ranking data, and

enriched datasets. The services include company and business-related personal data such as email addresses, phone numbers, and job titles. The data is primarily sourced from publicly available sources, including the National Bank of Belgium, the Belgian Official Journal, and the KBO. This information is further enriched with online data and through collaborations with external partners. The company offers access to its datasets through a searchable database that includes various search functionalities. Companies can purchase access to the data through subscription-based models. No control is provided to data subjects whose information is included in the database.

Official Name	Roularta Media Group
VAT number	BE0434.278.896
Website	https://trendstop.knack.be/en/home.aspx
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Trends Business Information: Raketstraat 50, 1130 Brussel ; Roularta Media Group: Meiboomlaan 33, 8800 Roeselare
Turnover	245,796 EUR in 2024 (entire company)
Number of employees	952 (entire company)
Link to Privacy Statement	https://www.roularta.be/nl/privacy-policy

OpenTheBox

OpenTheBox is classified as a business data broker, and is part of the company Mediafin. It provides insights on more than three million Belgian companies, including information about individuals associated with these businesses, their participation details in the business, and potential political mandates. The platform may also contain contact details of individuals, although this could not be verified. A key feature is the visualization of relationships, showing which people are linked to which companies through a spiderweb view. Access to the data is offered via the OpenTheBox platform or through APIs, and is sold under different subscription packages. Data subjects do not have any control over whether their personal data is included.

Name	MEDIAFIN
VAT number	BE0404.800.301
Website	https://openthebox.com/nl
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Havenlaan 86 C b 309, 1000 Brussel
Turnover	88.493.907 EUR turnover in 2024 (entire company)
Number of employees	289 in 2024 (entire company)
Link to Privacy Statement	https://openthebox.com/en/privacy-policy

Altares.be

Altares is classified as a business data broker and operates as part of Dun & Bradstreet Belgium. It provides a wide range of business data services, including credit risk assessments, compliance data, ESG data, as well as sales and marketing information. Within its sales and marketing services, Altares enables companies to enrich their CRM systems with more than 250 additional

data fields related to business contacts. This allows companies to build and maintain prospect lists, which are continuously monitored by Altares. The data offered includes personal contact details of individuals, their professional roles within companies, and information on company ownership structures. The website does not provide details on the payment model, nor does it indicate whether data subjects have any control over their personal data.

Official Name	Altares - Dun & Bradstreet
VAT number	BE0401.847.046
Website	https://www.altares.be/
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Pontbeekstraat 4, 1702 Groot-Bijgaarden
Turnover	13.387.480 EUR turnover 2024 (entire company)
Number of employees	33 in 2024 (entire company)
Link to Privacy Statement	https://www.altares.be/en/legal/privacy-policy/

Bizzy AI

Bizzy AI is classified as a business data broker. It offers an AI-powered sales agent that combines data, automation, and workflow management to support sales teams. The platform helps identify the right accounts, enrich them with contextual information, and streamline how leads move through the sales pipeline. In addition, Bizzy AI maintains a company database that allows users to filter and access full company profiles, including AI-generated descriptions, real-time updates from news and social media, and verified contact details to ensure outreach begins with context. The AI agent further assists by finding leads, qualifying them, and integrating them directly into a CRM system. Data is collected from various public sources, including press platforms, social media, and job or vacancy sites. Data subjects have no control over their information within this system. The pricing model consists of different packages for the lead database and the sales agent, although exact pricing is not disclosed on the website.

Official Name	BIZZY AI
VAT number	BE0770.493.071
Website	https://bizzy.ai/
Data broker Type	Business data broker / AI platform with personal data integration
Address in Belgium	Dok Noord 5a, 9000 Gent
Turnover	Not available
Number of employees	19 in 2024
Link to Privacy Statement	https://bizzy.ai/en/terms-and-policies/data-collection https://bizzy.ai/en/terms-and-policies/privacy-statement

Companyweb

Companyweb is classified as a business data broker. It provides business information on company management to enable prospecting services, which may include personal details such as email addresses, phone numbers, and job titles. The exact scope of the data could not be fully

verified, as parts of the database are accessible only behind a paywall. The company sources its information from publicly available data, including the National Bank of Belgium, the Belgian Official Journal, and the KBO. Access to the information is offered through a searchable database that supports different search terms. Companyweb operates a subscription-based model granting access to the database. No control is provided to data subjects over their personal data.

Official Name	Companyweb
VAT number	BE0869.703.978
Website	https://www.companyweb.be/en
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Leuvensestenweg 248D, 1800 Vilvoorde
Turnover	Not available
Number of employees	11 in 2024
Link to Privacy Statement	https://www.companyweb.be/en/privacy-policy

PHCom

PhCom is classified as a business data broker as part of their telemarketing business. It provides prospecting data through a database covering around 100,000 companies, including contact details of individuals working within these businesses such as email addresses, phone numbers, and job titles. The database is compiled by integrating publicly available information, data from trade shows, and records from professional federations, and is further enriched through call center operations. The website does not provide information on the pricing model, nor does it indicate whether data subjects have any control over their personal data.

Official Name	PH Com
VAT number	BE0458.002.326
Website	https://www.phcom.be/home/en/telemarketing-prospection-in-belgium
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Avenue Jules Bordet13, 1140 Brussel
Turnover	Not available
Number of employees	8 in 2024
Link to Privacy Statement	https://www.phcom.be/privacy/en/

Uman.AI

Uman.AI is classified as a business data broker, although it can also be considered an AI platform integrating personal data. It operates as an AI-powered business tool that supports prospecting by mapping companies and their key stakeholders. The platform enables the identification of contact details, the generation of personalized messages using AI and preparation of meetings. The data is likely sourced from a combination of online information, such as LinkedIn, and internal company data, although the exact sources are not clearly specified on the website. No information is provided about the pricing model, and data subjects do not have any control over the use of their personal data.

Official Name	Uman.ai
VAT number	BE0717.945.005
Website	https://www.uman.ai/
Data broker Type	Business data broker / AI platform with personal data integration
Address in Belgium	Kortrijksestweg 535, Avondster, 271, 9000, Gent
Turnover	Not available
Number of employees	6 in 2024
Link to Privacy Statement	https://www.uman.ai/privacy-policy

Pinakes

Pinakes is classified as a business data broker. Unlike most business data brokers, it specializes in public and governmental information, covering Belgium as well as European and Luxembourg institutions. The company provides a comprehensive database containing the contact details, names, functions, and mandates of over 134,000 individuals across 21,000 governmental institutions. The data is sourced from publicly available information and is continuously updated by a dedicated team that uses various sources to ensure accuracy. The platform allows users to search and filter individuals based on function, organization type, and level of responsibility. Pinakes offers different pricing models depending on the volume of data required and also provides an integration tool that can be connected to a company's CRM system.

Official Name	Pinakes
VAT number	BE0473.692.867
Website	https://www.pinakes.be/
Data broker Type	Business data broker / AI platform with personal data integration
Address in Belgium	Keizerslaan 34, 1000 Brussel
Turnover	Not available
Number of employees	4 in 2024
Link to Privacy Statement	https://www.pinakes.be/overdedatabank#Welke-gegevens-zitten-in-de-databank%3F2 https://www.pinakes.be/cookies

Data.be

Data.be is classified as a business data broker, providing company information, financial ratios, business alerts, and advanced search functionalities. Its datasets include personal business details such as company location, managers, investors, and contact information. The platform aggregates data from several public sources, including the KBO, SPF Justice, the National Bank, and Social Security. Access to the information is offered through a company database, which can also be integrated via API. The pricing model is based on the volume of data points requested, with additional features available at extra cost. No user control over personal data is provided.

Name	Data.be
VAT number	BE0844.044.609
Website	https://data.be/
Data broker Type	Business Data Broker (with personal data)
Address in Belgium	Rue des Pères Blancs 4, 1040 Bruxelles
Turnover	Not available
Number of employees	4 in 2024
Link to Privacy Statement	https://data.be/en/content/privacy

Volcaino

Volcaino is classified as a business data broker, operating a market intelligence platform powered by AI. The platform provides benchmarks, market insights, decision-maker identification, and detailed contact information. The datasets include business-related personal data such as email addresses, phone numbers, and job titles. The data is sourced through integrations with LinkedIn, various CRM systems, and web crawling of publicly available data. This information is used to generate business reports, such as B2B segmentations, and to support AI-driven identification of contacts and decision-makers. The monetization strategy is not clearly disclosed on the website, and no control is provided to data subjects over their personal data.

Official Name	Volcaino
VAT number	BE0786.634.465
Website	https://www.volcaino.com/
Data broker Type	Business Data Broker (with personal data) / AI platform integrating personal data
Address in Belgium	Coupure rechts 296, 9000 Gent, Belgium
Turnover	Not available
Number of employees	Not available (listed as a small company)
Link to Privacy Statement	https://www.volcaino.com/privacy-policy

3.2.6 Data provider Self-Generated Data

A **data provider of self-generated data** collects personal data directly (and solely) through its own operations, typically by tracking user behavior, measuring interactions, or recording transaction data. This involves **individual-level personal data**, which is generally collected with the user's consent, often through a privacy policy or consent agreement. However, the extent to which users are truly informed may vary depending on the **transparency** of the service. The collected data is either **sold on an individual basis** or integrated into a **technological service** that the company offers as part of its business model. The risk level associated with this type of data provider is medium, as it involves individual-level personal data. However, the risk is somewhat mitigated by the fact that consent is obtained from the data subject, and the data is not combined with external sources, limiting the potential for broader profiling or data enrichment.

Bobex

Bobex is classified as a data provider of self-generated data. It is a platform that connects individuals seeking proposals for construction, business services, or insurance. Users can submit a project request, which Bobex forwards to relevant companies that then provide proposals. To ensure reliability, Bobex verifies companies through Graydon Creditsafe and offers a platform where customers can evaluate service providers. Companies pay for the leads they acces

Official Name	Bobex.com
VAT number	BE0468.503.070
Website	https://www.bobex.be/
Data broker Type	Data provider self-generated data
Address in Belgium	Koolmijnenkaai 62, B-1080 Brussel
Turnover	Not available
Number of employees	66 in 2024
Link to Privacy Statement	https://www.bobex.be/nl-be/privacybeleid/ https://www.bobex.be/nl-be/gvo/ https://www.bobex.be/nl-be/bobex-gegevensbescherming-gdpr/

Solvari

Solvari is classified as a data provider of self-generated data. It connects individuals planning construction projects with specialists in areas such as solar panels, insulation, and central heating. Users can submit a request and are matched with multiple specialists who can carry out the work. Companies can then purchase these leads, with Solvari offering different subscription models for participating businesses. Solvari is part of the overarching Solvari B.V., headquartered in Utrecht (Netherlands), and also operates through an official company Solvari België in Belgium.

Official Name	Solvari B.V.
VAT number	BE0681.537.836
Website	https://www.solvari.be/
Data broker Type	Data provider self-generated data
Address in Belgium	Adamstraat 20 b2, 9500 Geraardsbergen Orteliuslaan 850 Utrecht, Nederland (hoofdkantoor)
Turnover	Not available
Number of employees	41 in 2024 (Solvari Belgium)
Link to Privacy Statement	https://www.solvari.be/nl/privacy

Lead Angels

Leadsangels.be is classified as a data provider of self-generated data. It allows customers to submit requests for proposals and then connects them with four potential suppliers. The platform focuses on use cases for households (e.g., alarm systems, air conditioning installation) as well as for businesses (e.g., VoIP, solar panels). Suppliers can purchase leads from over 100 campaigns across different sectors, helping them generate new customers. Each potential customer is verified by Leadsangels.be to ensure quality. The business model is pay-per-lead, with various subscription options available.

Official Name	ZionMeda BV
VAT number	BE0806.530.254
Website	https://leadangels.be/
Data broker Type	Data provider self-generated data
Address in Belgium	Hovenierstraat 44 9940 Gent (Evergem)
Turnover	Not available
Number of employees	1 in 2024
Link to Privacy Statement	https://leadangels.be/wp-content/uploads/Privacybeleid-Aanvragers.pdf

3.2.7 Marketplace

A **data marketplace** is a platform that connects data providers with data consumers, facilitating the sharing of personal data. This data may be offered either in aggregated form or at the individual level. The marketplace charges for its intermediary services, while data providers may also receive payment for supplying the data. In some cases, data subjects can decide whether their data is shared, but this is not always guaranteed. Since data can be combined from multiple sources, there is a risk of profiling or re-identification. Therefore, the overall risk is considered medium.

Joyn

Joyn is classified as a data marketplace. It operates a digital loyalty system that brings merchants and customers together, and allows customers to collect points in exchange for rewards, while also offering an integrated payment solution. Through APIs, Joyn provides merchants access to data with the consent of the data subject. The platform collects consumer habit data, such as

interaction times, business visits, and points awarded, alongside personal identification details, which can then be shared with participating merchants. This sharing can also occur anonymously if the user chooses. Within the platform, merchants can view their customer base and use Joyn's built-in campaign tool to set up targeted email campaigns. In this model, data subjects retain control over their personal data. The business model is subscription-based, with merchants paying for access to Joyn's services.

Official Name	Joyn
VAT number	BE0846.759.718
Website	https://joyn.eu/
Data broker Type	Data marketplace
Address in Belgium	Ilgatlaan 9 b3, 3500 Hasselt
Turnover	Not available
Number of employees	4 in 2024
Link to Privacy Statement	https://joyn.eu/privacyverklaring/

Djustconnect

Djustconnect is a marketplace for sharing agricultural data, operated by the Instituut voor Landbouw-, Visserij- en Voedingsonderzoek (ILVO), a government organization. The platform allows data providers to share agricultural data with data consumers through a so-called "connectshop" where various datasets are made available. The data pertains to individual farmers and their farming businesses. Since the farmers are individuals running a business, the data also includes personal data about them. Data can be shared in exchange for a fee, and farmers retain control over whether they want to share their data with a particular data consumer.

Official Name	Instituut voor Landbouw-, visserij- en voedingsonderzoek (ILVO)
VAT number	BE 0262.172.489
Website	https://www.djustconnect.be/nl
Data broker Type	Data marketplace
Address in Belgium	Burgemeester Van Gansberghelaan 92 bus 1, 9820 Merelbeke
Turnover	Not available
Number of employees	Not available
Link to Privacy Statement	https://www.djustconnect.be/nl/privacyverklaring

Shipnext

SHIPNEXT is classified as a data marketplace. They provide a platform that allows data sharing among shipbrokers, carriers, forwarders, and traders. The platform enables the exchange of various types of shipping data, including location information. Since the location of ships can reveal personal data about the shippers, the data also contains personal data. Data can be shared among participants in exchange for a monthly or yearly subscription, depending on the chosen plan. Data subjects, the shippers, do not have control over whether their data is shared.

Official Name	Shipnext
VAT number	BE0745.806.967
Website	https://shipnext.com/
Data broker Type	Data marketplace
Address in Belgium	Generaal lemanstraat 74, 2600 Berchem-Antwerpen
Turnover	Not available
Number of employees	2 in 2024
Link to Privacy Statement	https://shipnext.com/privacy

Mobito

Mobito is classified as a data marketplace. They provide anonymized mobility and vehicle data to help cities, businesses, and infrastructure with use cases such as traffic optimization, road maintenance, EV (Electric Vehicle (?)) network planning, and safety monitoring. Operating within an ecosystem of automotive OEMs (Original Equipment Manufacturers), fleet operators, and

mobility service providers, Mobito offers real-time and historical insights via API. Their technology platform simplifies access to spatial data, with features like precision geo-filtering, privacy-by-design, and scalable integration. Mobito also runs the Mobito Data Marketplace, giving clients access to over 20 categories of mobility data. They generate revenue both from granting access to data and from fees for operating the marketplace. Data subjects have no control over their data, as it is claimed to be anonymized.

Official Name	Mobito
VAT number	BE0747.793.289
Website	https://mobito.io/
Data broker Type	Data marketplace
Address in Belgium	Chaussée de boitsfort 48, 1050 Brussels
Turnover	Not available
Number of employees	4 in 2024
Link to Privacy Statement	https://mobito.io/privacy

3.2.8 Aggregated data provider with reidentification risk

An **aggregated data provider** collects and combines data from various sources, focusing on **aggregated personal data**, which is then sold or used to offer services to other companies. The data typically reflects **high-level user patterns** and is not intended for profiling or processing individuals, but rather for identifying **broader trends** across groups. Since the data is aggregated, **individual users do not have explicit control** over how it is used. However, when data is shared at a certain level of **granularity**, there is a risk that individuals could be **re-identified**, especially if the aggregated data is combined with other datasets. As a result, while the intent is not to share individual-level information, the **risk is considered medium,** driven primarily by the potential for re-identification.

Cegeka: UrbanSense and Mobilize solutions

UrbanSense and Mobilize are two offerings from Cegeka, both classified as aggregated data providers with a risk of re-identification. UrbanSense is a consortium between Cegeka and Sirius, designed as a data platform for cities and municipalities to unlock the value of diverse data sources and support the development of smart cities. The Mobilize solution carries particular re-identification risks, as it enables the visualization, analysis, and simulation of traffic and mobility data across policy domains. Mobilize combines data from various sources, such as traffic light sensors, dangerous intersections, and city databases, with contextual and behavioral data, as well as additional information from municipal sensors. Data subjects have no control over their data, and no information on pricing models is provided.

Official Name	Cegeka
VAT number	BE0882.419.490
Website	https://www.cegeka.com/en/solutions/products-platforms/mobilize https://urbansense.be/
Data broker Type	Aggregated data provider with reidentification risk
Address in Belgium	Kempische Steenweg 307, 3500 Hasselt
Turnover	390.000.738 EUR in 2024 (entire company)
Number of employees	1.064 in 2024 (entire company)
Link to Privacy Statement	https://urbansense.be/privacy-policy/ https://www.cegeka.com/en/privacy-statement

GIM

GIM is an aggregated data provider, though its services involve a risk of re-identification. They offer address data, detailed building information, satellite imagery, segmentation data on Belgian households, and traffic data obtained from TomTom. Using Geo AI, GIM processes this geospatial data to identify patterns related to spatial issues. The data is also applied in a.o. geomarketing services offered by GIM, for example to support retailers in location-based decision-making and segmentation of customers. They also have an offering to governments and public infrastructure providers. Companies can combine their own customer address data with GIM's datasets, which increases the risk of re-identifying individuals at a granular level, particularly when multiple data sources are merged. Data subjects have no control over the data. There is no information on pricing models.

Official Name	GIM
VAT number	BE0454.064.819
Website	https://www.gim.be/
Data broker Type	Aggregated data provider with reidentification risk
Address in Belgium	Ubicenter D, Philipssite 5 bus 27, 3001 Leuven
Turnover	7.143.766 EUR in 2024
Number of employees	40 in 2024
Link to Privacy Statement	https://www.gim.be/nl/disclaimer-privacy

RetailSonar

RetailSonar is an aggregated data provider, though its services carry a risk of re-identification, with a strong focus on retail data. They provide services based on retail data, customer profiles, and consumer segmentation. Using socio-demographic data and geodata, they segment potential customers in specific regions. RetailSonar applies algorithms to model and analyze customer behavior. They combine mobility data, customer data, and retail data to help retailers determine optimal store locations. In addition, they offer an algorithm to measure the effectiveness of marketing campaigns based on segmentation data. Data subjects have no control over their personal data, and no pricing model is provided on the website.

Name	Retailsonar
VAT number	BE0836.331.228
Website	https://retailsonar.com/nl
Data broker Type	Aggregated data provider with reidentification risk
Address in Belgium	Ferdinand lousbergkaai 103 b3, 9000 Gent
Turnover	Not available
Number of employees	23 in 2024
Link to Privacy Statement	https://retailsonar.com/nl/privacy-policy

Geo Consulting

Geo Consulting advises real estate stakeholders and public sector organizations on development and land management strategies. They have developed a customized geomarketing tool for real estate clients, enabling market analysis based on various indicators, such as economic, socio-demographic, and residential data. The tool allows users to consult, process, and analyze territorial data in real time, covering domains such as retail, economy, housing, offices, logistics, mobility, and tourism. The website does not specify which exact datasets are used, but the offering appears similar to other geo data providers. Data subjects have no control over personal data, and no information is provided regarding pricing models.

Official Name	The Third Territory[5]
VAT number	BE0874.750.354
Website	https://geoconsulting.eu/
Data broker Type	Aggregated data provider with reidentification risk
Address in Belgium	Route d'Obourg 65B, 7000 Mons (on website) Route du Quatre Août 3A, 7032 Spiennes (on Belfirst)
Turnover	Not available
Number of employees	12 in 2024
Link to Privacy Statement	https://geoconsulting.eu/en/politique-de-confidentialite/

GeoMobility

Geomobility is an aggregated data provider, though its services carry a risk of re-identification. They offer a variety of geodata solutions through a platform that combines traffic information such as average speeds, travel times, bottlenecks, origin-destination patterns, and area hotspots. By integrating multiple data sources, including Floating Car Data, telecom data, and isochrones Geomobility can generate highly detailed insights into movement patterns depending on the time of day. This data can be analyzed at a local and granular level. Combining different data sources increases the risk of re-identifying individuals. Data subjects do not have control over their data, and there is no information about the pricing model on their website.

[5] The name of the company is derived, as the company has changed the official registration name from Geoconsulting to The Third Territory in 2020. The researcher could not confirm whether it concerns the same company.

Official Name	Localyse
VAT number	È§§§§
Website	https://www.geomobility.eu/
Data broker Type	Aggregated data provider with reidentification risk
Address in Belgium	Prins Boudewijnlaan 41, 2650 Edegem
Turnover	3.485.744 EUR in 2024
Number of employees	3 in 2024
Link to Privacy Statement	https://www.geomobility.eu/en/privacy-policy

Key Findings

The main findings of this data broker report can be summarized in several parts. The study aimed to provide an overview for the EDPB members and BE SA to identify data providers and data brokers, while also offering a framework that other authorities can reuse to detect high-risk data providers and brokers.

First, a **definition and set of selection criteria** for data brokers were established. It quickly became clear, however, that only a limited number of companies in Belgium fully meet these criteria. To address this, the research developed a typology to categorize companies that partially meet the criteria and to identify recurring patterns. Based on this approach, **8 types of data brokers and providers** were identified: (1) personal data brokers, (2) AI platforms integrating personal data, (3) business data brokers, (4) data pools and cleanrooms, (5) data marketplaces, (6) self-generated data providers, (7) data broker with user control and (8) aggregated data providers with re-identification risk. The risk levels associated with each category differ depending on whether the data is individual or aggregated, whether multiple sources are combined, and the degree of granularity at which data is processed.

Second, the study defined a **search strategy** for identifying data brokers. The initial approach, based on NACEBEL codes, proved unreliable since these codes are self-reported by companies. Instead, the research relied on keyword-based online searches. While this method has limitations, given that not all companies use the same keywords or may be easily found online, it ultimately proved effective to identify companies that fit the selection criteria.

Overall, the study shows that the data broker and provider market in Belgium is highly diverse, with varying levels of risk related to personal data usage. More than 40 data brokers and providers active in Belgium were identified in the study.

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