

Locatee Analytics

Valuable workspace insights in real-time while complying with data protection regulations

An alleged trade-off between data analysis and data protection

The public is increasingly sensitive about data protection, while companies are predominantly interested in making objective, data-based decisions. At first glance, this might appear to be a typical trade-off, especially after the implementation of the General Data Protection Regulation (GDPR). The legislation's intent is to improve the rights of individuals with regard to their personal data and its protection. The regulation applies to all EU-based businesses, as well as anyone processing the personal data of EU citizens.

Nonetheless, abiding by the applicable law and common sense this alleged trade-off between data analysis and data protection can be transformed into a win-win situation for all involved parties.

We make your office buildings more people-oriented

Locatee Analytics supports companies world-wide to optimise their office buildings intelligently across an entire real estate portfolio and shape the way people interact with their workspace. The software analyses real-time connections of employee devices, such as laptops, with the existing network infrastructure. It allows insights into space utilisation, mobility and collaboration behaviour of the entire organisation. Locatee highly values privacy and IT security and therefore implements strong measures to comply with local and international regulations.

Data privacy requires teamwork

Gaining detailed insights while observing privacy and security regulations is an interplay between your company and the solution provider and means exercising responsibility for both sides. While it is your company's obligation to ensure that the collected data and the software is not used in a way that is unlawful, illegal, fraudulent or harmful, Locatee supports you with the necessary measures.



Smart Buildings rely on data; big data

Making objective, data-based decisions and maintaining consistent success monitoring is becoming more important.



Comply with international privacy regulations

Global acting companies with customers all over the world have to comply with local and international regulations such as the GDPR.



Take responsibility together to gain detailed insights

It is an interplay between your company and the solution provider to prevent any misuse of the collected data.

«Safeguarding our employees' privacy has top priority for us. Thankfully for Locatee as well.

Although we have access to valuable insights, Locatee Analytics ensures maximum data protection.»

Carine Bommeli,
Innovation and Projects,
Swiss Post Real Estate



We help you gain **valuable insights into space utilisation** for optimisations in real-time.



Locatee Analytics supports you with the necessary measures to **prevent an abusive use of the gained data** and **safeguard your employees' privacy**.



We help you **build trust** by discussing data protection with involved stakeholders such as your workers council and the IT security officer.

More than 20 companies world-wide rely on Locatee Analytics



Individual privacy of your employees is our top priority when it comes to workspace analytics

Strict anonymisation

Locatee Analytics includes technical measures that prevent behavioural surveillance and provide maximum data protection. Even in the case of unauthorised access to the database level, it is not possible to retrieve information on individuals. No personal data is being saved and only irreversibly anonymised and aggregated data is stored.

Consequent aggregation

For the data analysis on team level, it is ensured that each team consists of at least 10 employees to prevent statements about the behaviour of a single employee based on the exclusion principle. The only exception to this rule is the employee app, through which employees have the choice to opt-in if they want to be found by their colleagues. However, even when opted-in, individual data is only used for the live view and is not stored for historical analysis.

Use data from, and keep it within your company network

The Locatee Analytics platform is based on existing IT infrastructure, with LAN and Wi-Fi networks used as primary data sources. Thus, no additional hardware-installations are required. The data remains in control of your company as the application is installed on premise, in your company's own data centre. Thus, no data leaves your IT infrastructure at any time.

Role-based access model

The insights are provided via a web interface, which is protected by access control. To prevent potential abuse of data, a role-based access model ensures that only authorized personnel can analyse the collected data. These roles can be defined depending on the employees' area of responsibility and the information they require.

Transparent communication

Besides technical and organisational measures, we recommend and support a transparent communication towards your employees. It is essential to inform every involved stakeholder about the implementation of Locatee Analytics and its reasonableness to prevent any uncertainties or obscurities that may arise.

Extract more out of already existing data!

We look forward to hearing from you.

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