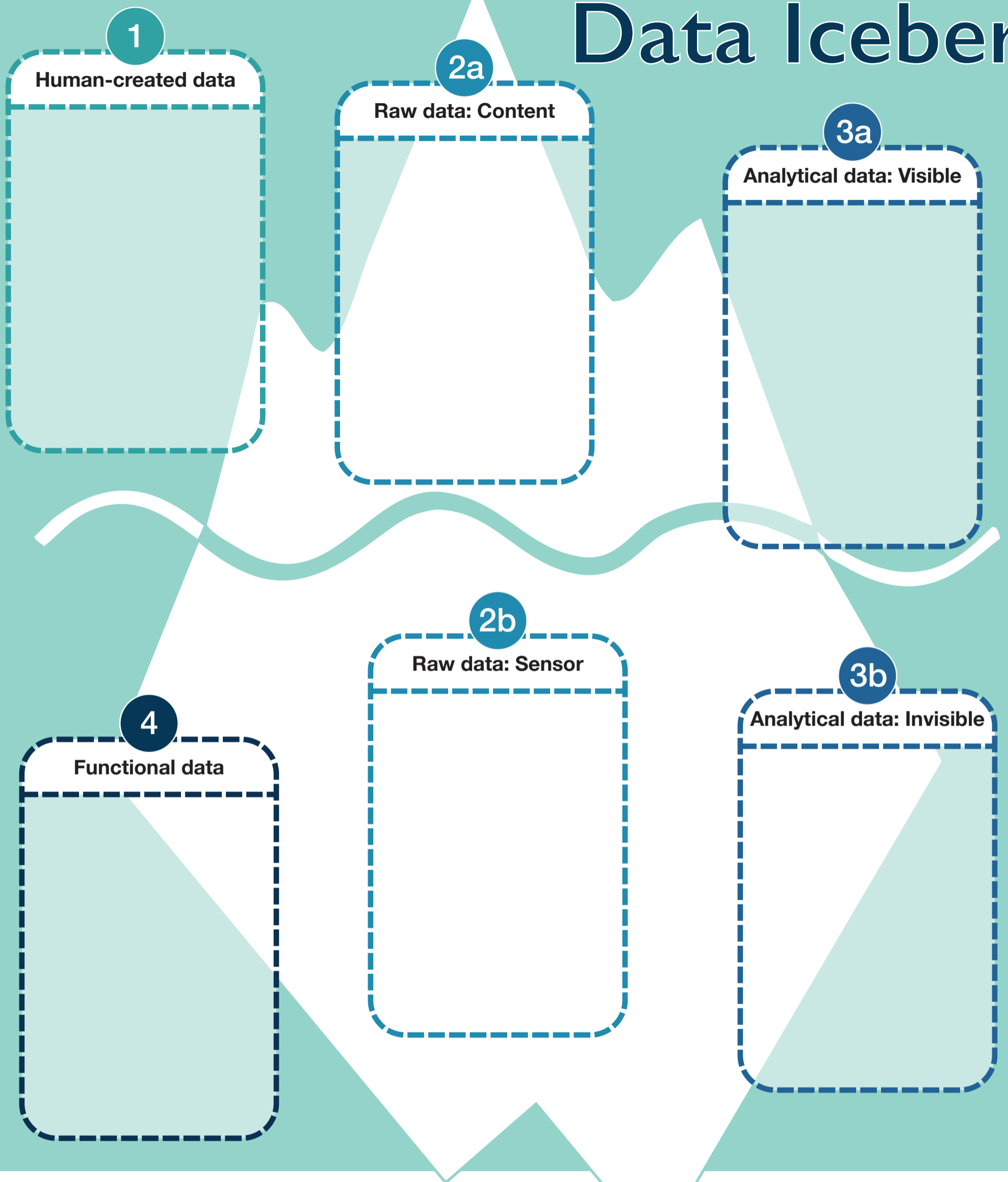


# Data Iceberg



1

## Human-created data

Data created by humans with the help of non-digital technology.

For example: notes on paper

4

## Functional data

Data that is necessary for machines to communicate with each other.

For example: IP address, and “only necessary cookies”

2

## Raw data

Raw data is unprocessed data that is created by interactions between human and machine.

There are two types of raw data:

2a

**Content data:** Visible data intentionally created by humans.

For example: when you are typing personal information or uploading a video

2b

**Sensor data:** Invisible data registered by a sensor.

For example: Your movements are registered by your smart watch

3

## Analytical data

Data that has been created by machines as a “side effect” of your interaction with a digital device.

There are two types of analytical data:

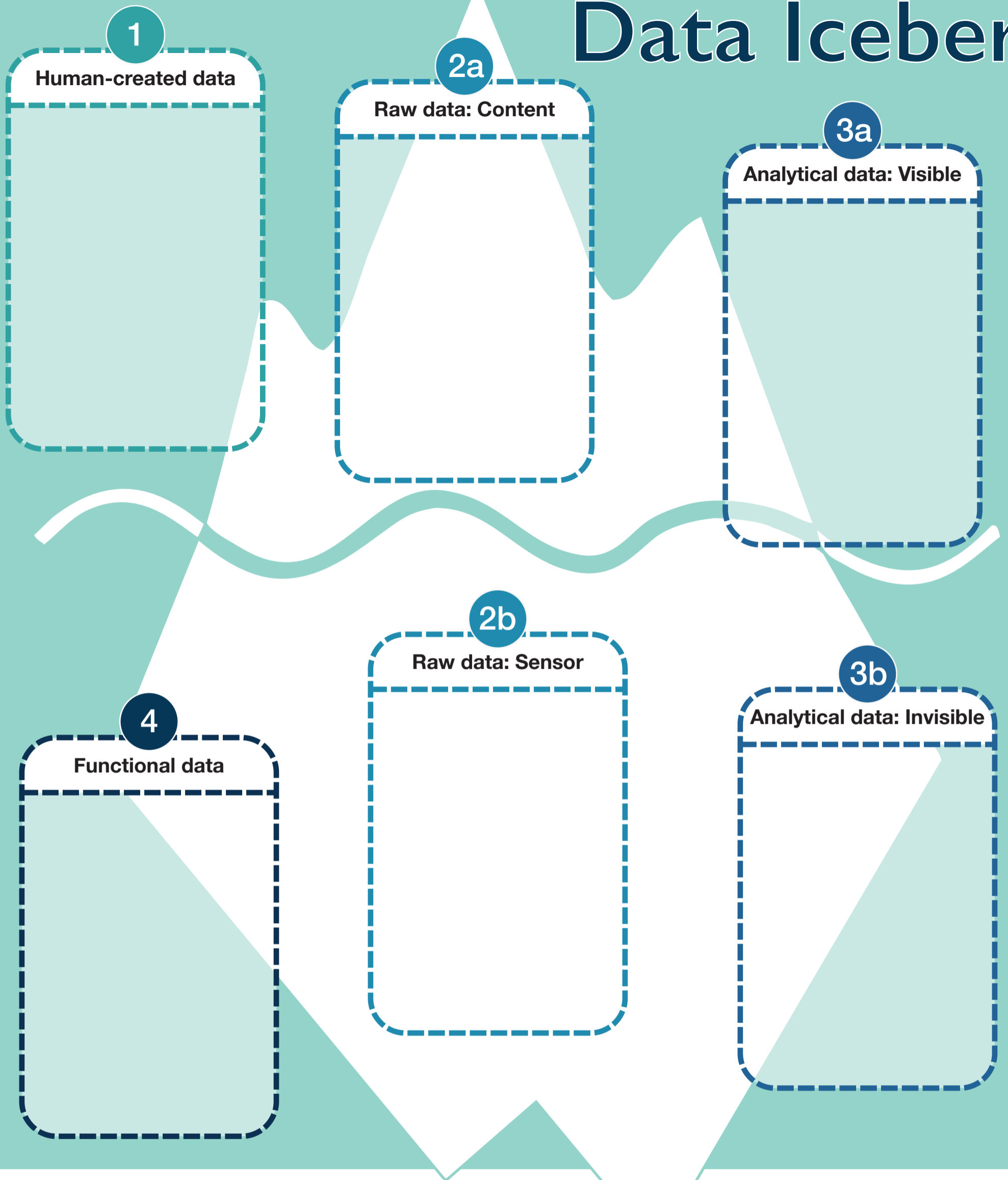
3a

**Visible.** For example: when you’re sent an e-mail that says “sent from my Huawei” or “sent from my iPhone” at the bottom of the message.

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**Invisible.** For example, TikTok calculates and stores how long you’ve watched a video.

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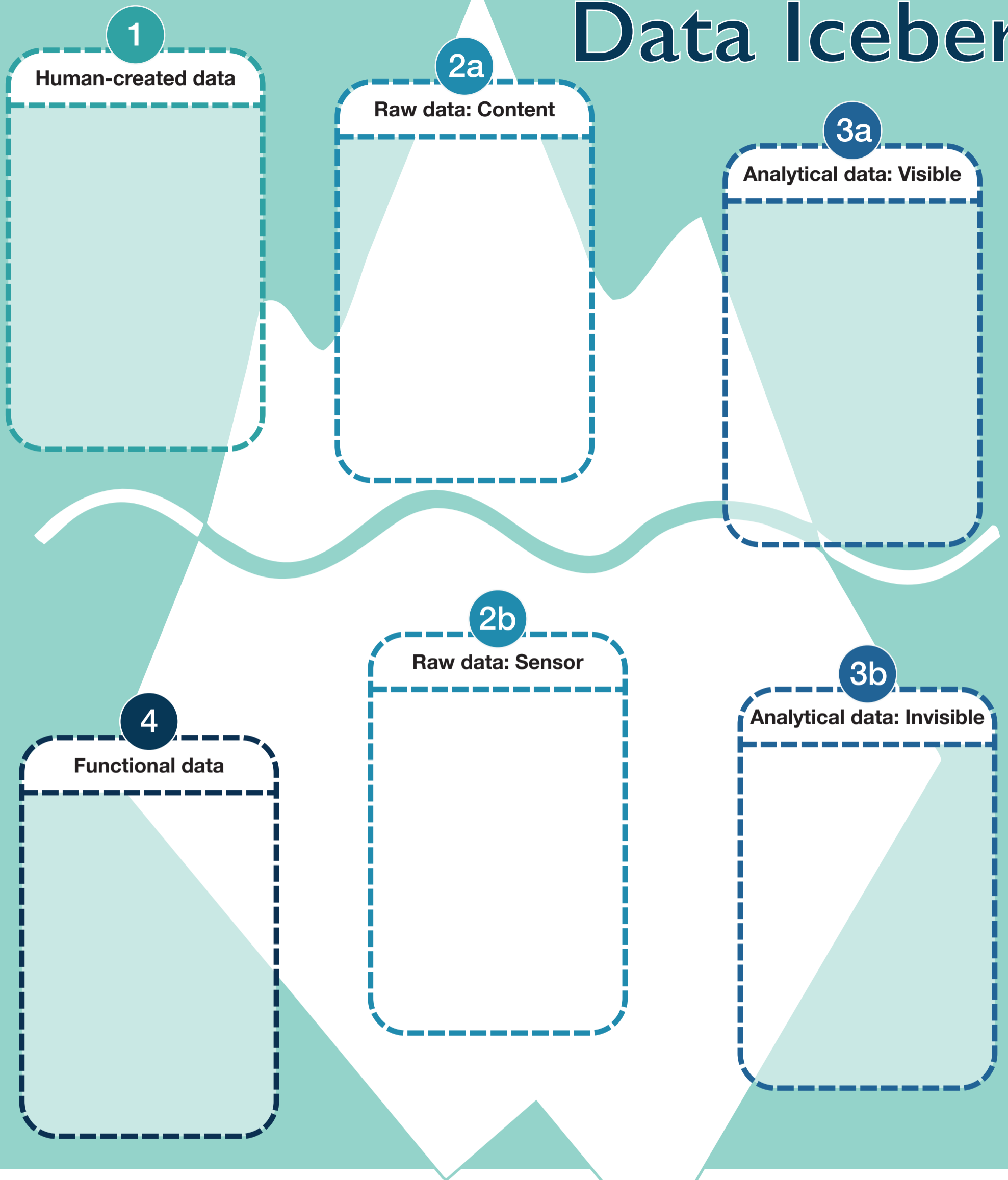
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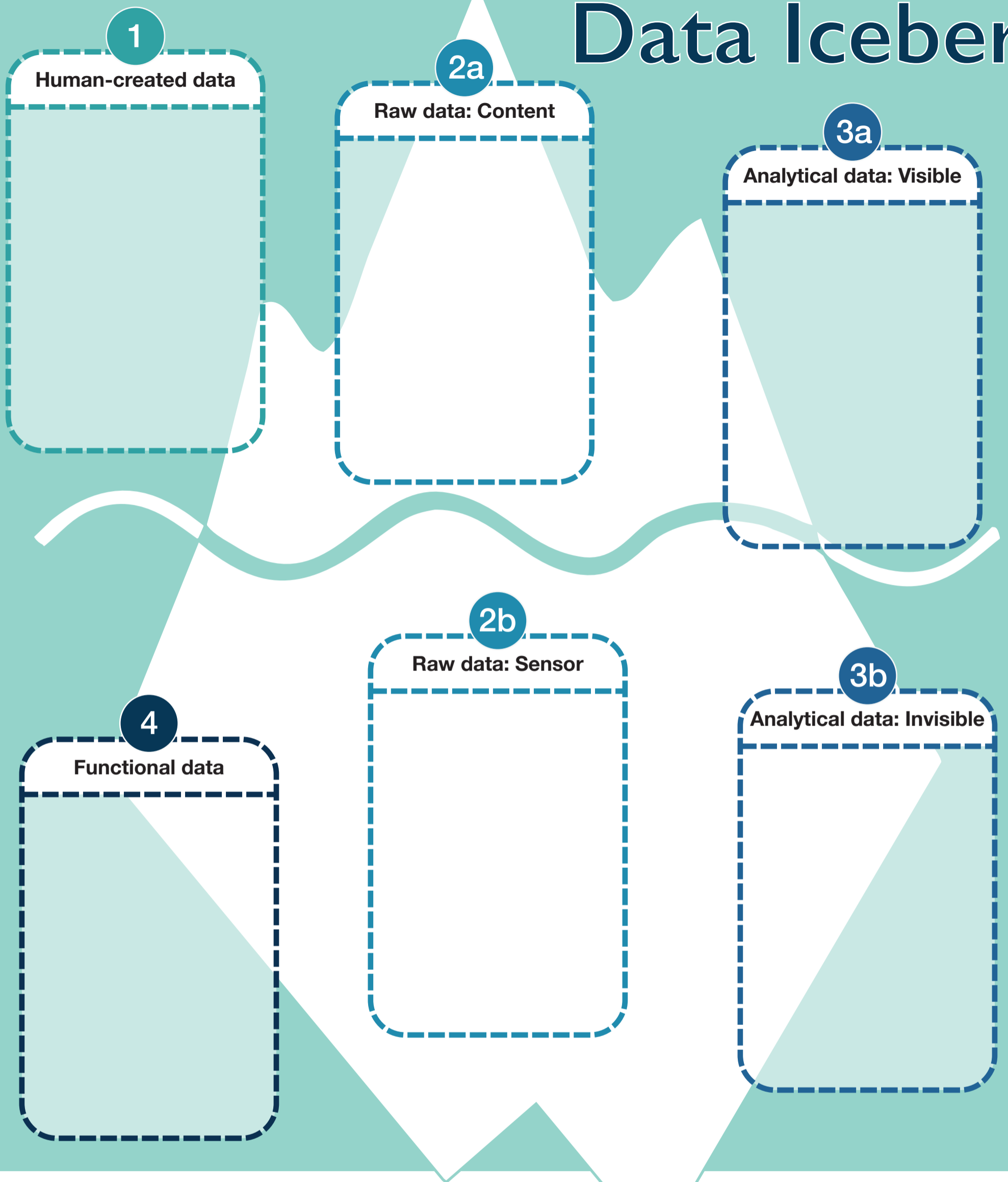
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