GLOBAL DATA RESOURCES

Sustainable Business Practices

GDR
Global Data Resources

SUSTAINABLE BUSINESS PRACTICES

Global Data Resources AS is transparent about supply chains, duty of knowledge and due diligence assessments.

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SUSTAINABILITY ASSESSMENTS

Global Data Resources AS (GDR) is committed to carrying out due diligence assessments for sustainable business practices. Meaning, that we make our own assessments of negative impacts on people, society and the environment, and stop, prevent and reduce such negative impacts should they occur.

Consequently, we monitor our collective spending of energy resources, production of waste, contribution to pollution, just like we analyze employer notices, practice open dialogue, make our data and findings widely available, donate reusable hardware to local startups as well as nurture our company culture of openness and respect for differences among people working together.

PARTNERS & STAKEHOLDERS

GDR's business strategy focuses on the ethical, social, environmental, and economic dimensions of doing business together with data partners and suppliers. We strive for long-term, loyal relationships with transparent companies who show particular willingness and ability to work with positive development of our supply chain.

Our Code of Ethics further support value for stakeholders.

DATA PRIVACY

GDR practises 100% data privacy and does not offer or allow individual-based data to enter our dynamic algorithm. We do not collect or store private data on website visitors, newsletter subscribers or social media followers.

The entity "neighbourhood" (consisting of a minimum of 15 households) is the key unit in our next-generation, privacy-safe targeting solution. By combining online and offline socio-demographic data together with contextual targeting capabilities, that are GDPR-/CCPA-compliant, GDR provides marketers with the ability to reach their target groups - without tracking their online activity - on all digital marketing channels.

DIVERSITY & INCLUSION

GDR is built on an open corporate culture where a palet of different business and tech specialists work together on all projects. We value open dialogue regardless of titles and actively support sharing new ideas for implementation.

With a flat hierarchy, we welcome everyone the same and consider corporate diversity and inclusion as one of the pillars of why we are so successful so early in our journey.