

Omnisient recognised as a leader in the use of Data for Good at the DatalQ Awards

By [Julian Diaz](#), issued by [Omnisient](#)

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Omnisient was a finalist for the DatalQ award category "Data for Society" at the 11th Annual DatalQ awards for enabling the use of data and analytics to deliver positive societal outcomes.



Omnisient, the privacy-preserving data collaboration platform company protecting the privacy of over 150 million consumers, joined Experian, NatWest, the Data for Children Collaborative, and Oxylabs as finalists for the “Data for Society” category at the 11th Annual DatalQ awards ceremony held in London.

2023 was the biggest year to date for the DatalQ Awards with 424 entries.

Celebrating Trilateral Research’s remarkable achievement with CESIUM

The DatalQ Awards spotlighted pioneering initiatives with the esteemed “Data for Society” award presented to [Trilateral Research](#) for their [CESIUM platform](#). CESIUM helps with the prevention of child exploitation by providing near real-time access to crucial multi-agency data and decision support tools.

Omnisient’s case study: Unlocking credit access through innovative data use

Omnisient was selected as a finalist by a panel of data leaders from internationally recognised brands who have all have been recognised for their own outstanding achievements in the DatalQ 100 or DatalQ Awards.

The case study submitted by Omnisient for the judges’ consideration this year demonstrated how the Omnisient platform was used by a large grocery retailer partnering with leading banks to calculate credit scores using shopping behavior to predict loan repayment. This enabled the banks to calculate credit scores for 8 million individuals lacking credit history and to identify 3.2 million among them who now qualify for affordable, life-changing credit who would have previously been denied.

Anton Grutzmacher, co-founder of Omnisient was present at the award ceremony and

shared,

“ It’s such an honor to be recognised by a prestigious panel of data leaders for the impact our platform is having on society. The caliber of judges and of companies selected as finalists further affirms that our technology is addressing global needs at a global standard. ”



Anton Grutzmacher, co-founder of Omnisient

Global recognition for Omnisient’s societal impact

Omnisient has recently received international recognition as a result of their breakthrough use of consumer data to solve societal problems, being [invited to join the World Economic Forum](#) in June 2023 as a Tech Pioneer to contribute to the Forum's work in growing financial inclusion and selected by leading US tech publication TechCrunch as [one of the 200 startups worldwide having the biggest impact on society today](#).

The 11th Annual DataIQ awards was held on 27th September in London, UK. [Click here for a full list of winners in their categories](#).

- **Omnisient wins *Fast Company's* 2023 'Next Big Things in Tech' for social good** 5 Dec 2023
- **Omnisient recognised as a privacy leader in helping to build customer trust** 23 Nov 2023
- **Omnisient recognised as a leader in the use of Data for Good at the DataIQ Awards** 29 Sep 2023
- **Omnisient commended at SA Loyalty Awards for transformative impact on loyalty programmes** 18 Sep 2023
- **Omnisient awarded as 2023 Technology Pioneer by World Economic Forum** 22 Jun 2023

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Omnisient's Privacy Enabled Advanced Analytics platform enables businesses to rapidly and securely collaborate on and monetize 1st party consumer data.

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