HERE Marketplace
The location asset exchange
Your gateway to a world of location-centric assets

HERE Marketplace makes it easy for organizations to buy, sell and share a wide variety of location-centric assets. As a user, you can:

→ Access the data and services you need to power your applications
→ License your data and services and generate revenue

With a growing network of partners, customers and developers, HERE Marketplace provides a single, flexible gateway for asset acquisition and monetization.

Use HERE Marketplace to sell your assets to HERE for development and enhancement of location-centric services and apps. You can also license your data to the participants of HERE’s ecosystem.

We take the friction out of the whole process, assisting you in everything from data preparation and privacy compliance to licensing and match-making.

Want to talk? We do, too. Get in touch here.
What you get as a...

**Provider**

- Ready access to buyers seeking data to fuel their applications
- A feature-rich marketplace with unlimited listing creation and tools to control discovery and consumption
- Use of HERE Workspace to prepare and enrich your data with HERE or third-party data
- Services for pooling and harmonizing data to increase data coverage and density
- Flexibility over how you license and price your data

**Consumer**

- Access to data from trusted sources across industries, globally
- Single integration to access data from multiple data providers at once
- Services to connect you with the right data providers
- Faster development by using data that we aggregate and harmonize for you
- Self-serve transactions for certain listings

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Ecosystem with hundreds of data signals grouped into 50+ datasets

- HERE Hazard warnings
- Safety related traffic
- Road Intelligence
- Parking, traffic, fuel & safety
- Parking events
- Weather data
- Vehicle Door Status
- HERE SD & HD Map content
- Vehicle Battery Status
- Vehicle Window Status
- SmartHome (appliances)
- Vehicle Mileage
- Pay-as-you-drive Insurance
- Vehicle Fuel Status
- HERE Road Rules & Regulations
- HERE Road signs
- Road Weather
- Road friction data
- Consumer spending (aggregate)
- Probe as a Product
- Vehicle Electric Range
- Vehicle Lights Status

... and much more.

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Flexible and efficient exchange and collaboration

HERE Marketplace is a neutral, open and trusted distribution channel designed to facilitate the efficient exchange of location assets.

Enjoy broad flexibility in how you license and purchase data and services. And maximize the utility of your data by forming data pools and data co-ops with others.

We support all data types, with standards-based normalization tools available to help you prepare your stream or batch data for use by others.

Neutral server

Neutral server enables third party service developers to securely access automotive sensor data in a non-discriminatory manner. Leveraging the blockchain-based consent management capabilities, accessing sensor data is guaranteed privacy compliance.

Data Co-ops
Combine data for mutual benefit of providers

Data Pools
Maximize data density and coverage for 3rd party applications
The marketplace that puts control, privacy and security first

We have designed HERE Marketplace for a privacy-first world where trust and customer control are essential.

**Data controls**

Several built-in controls simplify how you govern and manage your assets.

As a provider, you can set different levels of visibility for your assets while enjoying full control over how you share it.

Scenarios range from a private listing where providers enter a private agreement with one or more data consumers to a public listing where the asset is discoverable by all HERE Marketplace members.

**Data privacy and security**

Built-in neutral server and consent management features provide further privacy and security.

The HERE platform is compliant with the EU’s General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). In addition, the platform is ISO 27001-certified and SOC2 audited.
Additional services to help you take full advantage of HERE Marketplace

→ Data evaluation and demand analysis

Our experts evaluate data and advise on monetization opportunities as well as recommend optimal supply acquisition strategies.

→ Technical support

We offer help with onboarding and optimal account set-up.

→ Business analytics and intelligence

We leverage analytics to help you get more out of HERE Marketplace.

→ Demand generation and supply sourcing

Our global, pan-industry business and channel development teams serve as matchmakers, helping unite data supply and demand.

→ Dedicated account management

We provide support for day-to-day operations such as settings, listing creation, data upload, billing and payment.

→ Monetization data services

Our monetization services help customers manage, enrich, price, and package their data assets for maximum value potential.
To find out how HERE Marketplace can help your business, get in touch here:

Contact us

About HERE Technologies

HERE is a location data and technology platform that provides an environment for application development (HERE Workspace), a location asset exchange (HERE Marketplace), map creation and visualization capabilities (HERE Studio) and the industry’s largest set of location services (HERE Location Services).

Customers, partners and developers leverage our platform for a variety of reasons. These include enabling safer driving, optimizing last mile delivery, gaining real-time visibility into supply chains, and tackling congestion.

To learn more about HERE, please visit www.here.com.