Before you share.

Vet any AI data buyer or broker. Including us.
Ten questions to support a considered decision. Reviewed November 24, 2026.

1. What's your legal name, and who signs?

Ask for the registered legal entity, the contracting party and a named authorized signer. A brand name is not enough.

2. Who are the people?

Look for real names, relevant backgrounds and a reliable business contact. Ask to meet the people responsible for the work.

3. Are you the buyer, an intermediary or a referrer?

Understand who evaluates the records, who signs, who receives material and what each other firm does. Ask for the proposed route before registration.

4. How are you paid, and by whom?

Get the fee, payer, calculation base, trigger and payment conditions in writing. Ask whether another firm also pays the intermediary.

5. Will you ask for files, samples or logins up front?

Start with descriptions and counts. Do not share a sample or grant access before the rights, scope, recipients and preparation requirements are agreed.

Start with systems, dates, rough counts and a description of the work. Keep private files, samples and passwords in your own systems.

Before you agree.

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6. Who can see a description, and who can see records?

Separate a high-level inventory from source files. Identify and approve the permitted recipients, versions and purposes.

7. Is the license exclusive or perpetual?

Exclusivity and duration are separate terms. Understand which records and future uses are restricted, and compare compensation with those restrictions.

8. How long do I have to decide?

Allow time for legal, privacy, technical and commercial review. Ask for an extension if an offer does not allow a considered decision.

9. Who prepares the data, and what if something goes wrong?

Specify exclusions, de-identification method, raw-data access, security, incident response, responsibility and remedies. Removing names is not a guarantee of safety.

10. What evidence shows the process is real?

Ask for relevant references or redacted examples where consent allows. Distinguish an estimate, offer, signed agreement, accepted delivery and funds received.

Pause when answers are vague. A guaranteed price, unexplained fee, hidden recipient or pressure to skip review deserves a follow-up question.

General information, not legal, tax or financial advice. Your own advisers should review the proposed transaction and your authority to proceed. No offer or payment is guaranteed.