

Data Profile – Tamoco

Introduction

Tamoco delivers real-time location data in a secure and anonymized way. Tamoco's data is derived directly from mobile devices, using the inbuilt operating system. The tech uses a combination of GPS and WiFi, in order to generate industry-leading location accuracy.

Scale and Extent

Field	Value
Data Owner	Tamoco
Analytical Units	GPS & WiFi location signals.
Data Format	CSV zipped file
Temporal Extent	January 2019-current
Geographical Extent	Glasgow North Lanarkshire South Lanarkshire Inverclyde Renfrewshire East Renfrewshire West Dunbartonshire East Dunbartonshire

Citation Information

The following statement should be included when citing the use of this dataset:

Tamoco, Economic and Social Research Council, *Tamoco data*, 2021 [data collection]. University of Glasgow - Urban Big Data Centre.

Audience

Data is of interest to PHD students and academic researchers based in UK higher education institutions and public sector organisations for non-commercial, academic research purposes or to support policy and operational decision making only. Usage for teaching purposes is not permitted.

Data Access

The Tamoco dataset is classified as Safeguarded Data. To apply to access the data fill in the [UBDC Application Form](#)

Content

The dataset consists of Tamoco's Location Data which provides:

- Verified GPS coordinates coming from third party app publishers.
- 7-digit Latitude and Longitude data with accuracy scores, providing a complete picture of how a device moves over time.
- Data is anonymised using securely hashed identifiers to protect user privacy.

The data can be used to:

- Understand how a device's movement interacts with Points of Interests (cafe's, offices, stores etc).
- Understand where Devices are likely spending time.
- Complement the raw location data with Tamoco Visitation data to understand dwell times.

Quality

Common quality issues which can affect geospatial data include accuracy issues and imprecise locations, lack of transparency, verification or privacy compliance and incomplete data.

The Tamoco data achieves accuracy by deriving geospatial directly from mobile devices using both GPS and WiFi. The company provides customer guidance about how the data was generated and where it comes from. Comprehensive coverage is provided and Tamoco is an established knowledge source with considerable experience in the industry.

Related Transport & Mobility
Datasets

[Hug](#)

[Cycling Scotland Data](#)

[Glasgow CCTV Data](#)

[Public Transport Availability Indicators
Data](#)

[Strava Metro Data](#)

Field Level Metadata – Safeguarded data

Field Name	Description
Device Identifier	A securely hashed persistent device identifier.
Device IP	The IP address of the user device
Timestamp	The local datetime of the event, calculated from the reported event time, the location and the server time. Represents the event time in the local timezone when it was created. Should be used as the most accurate representation of the event in the user's local timezone.
Latitude	The latitude of the place visited at the time of event creation, if any
Longitude	The longitude of the place visited at the time of event creation, if any
Horizontal Accuracy	Horizontal accuracy is typically measured in metres, and it represents the radius of the margin of error of the measurement.
Country	The country where the user device is located.
Device Type	Type of user device
Device OS	The operating system of the user device
Device Make	The make of the user device
Device Model	The model of the user device
Point of Interest	Point-of-Interest is a specific physical location which someone may find interesting. Restaurants, retail stores, and grocery stores are all examples of Points-of-Interest.
SSID	Service Set Identifier is the network's name
BSSID	Basic Service Set Identifier describes sections of a wireless local area network. MAC address of access point or router.
RSSI	Received Signal Strength Indicator measures power of the signal received from an access point or router.