



TelemetryDeck Press Kit

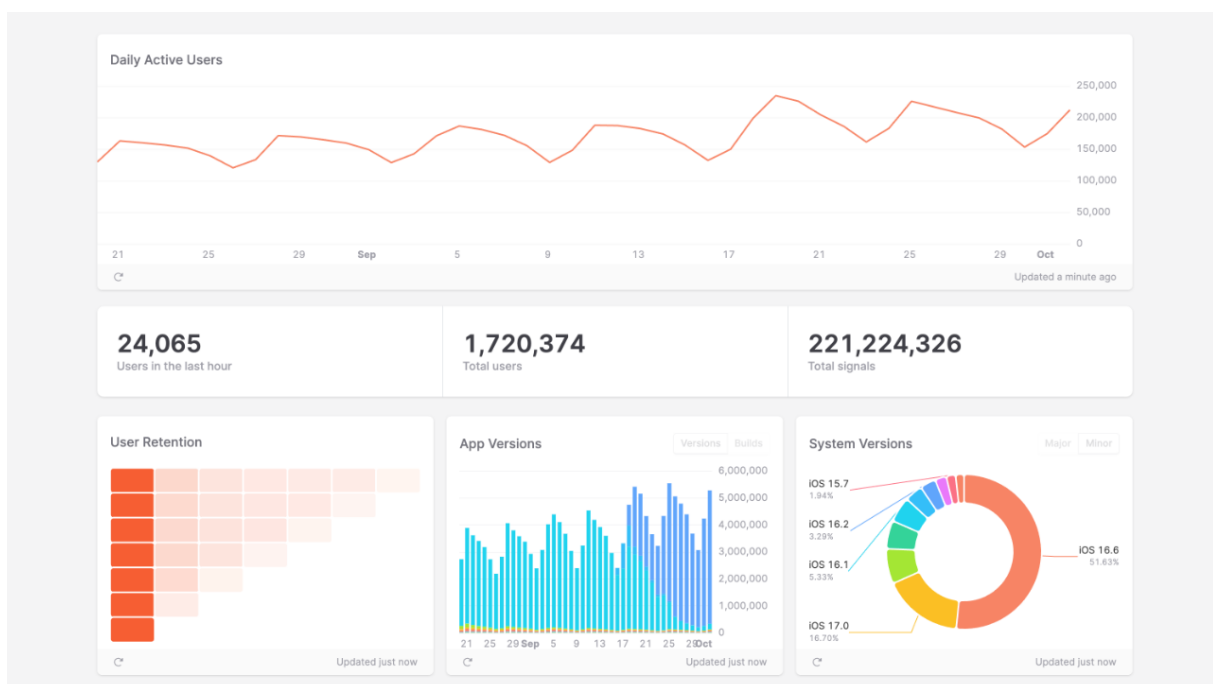
TelemetryDeck is a German software company that provides privacy-first analytics for mobile apps and websites. Built around the principle of Privacy by Design, TelemetryDeck enables organizations to understand how their products are used without collecting personal data. Thousands of developers from independent creators to enterprise organizations use TelemetryDeck to make better product decisions while remaining compliant with privacy regulations such as the GDPR.

Brief description:

TelemetryDeck offers privacy-friendly app analytics that help developers understand user behavior—without collecting personal data.

Key Facts:

- Year Founded: 2021
- Location: Augsburg, Germany, with an international customer base
- Team: 9 team members in Augsburg, Hamburg, Belgium, and Estonia
- Customers: Over 8,000 app providers from around the world
- Volume: 15 billion data points
- Business model: Seed funding with business angels
- Mission: We help our clients build great apps without compromising their users' privacy.
- Founders: Lisa Figas (CEO), Daniel Jilg (CTO)





Product description:

TelemetryDeck is a privacy-friendly analytics tool for developers that enables them to quickly and reliably understand how their apps are used without compromising user privacy.

Unlike traditional analytics platforms, TelemetryDeck relies on anonymous and privacy-compliant collection of essential data. This simplifies app analytics and helps optimize the user experience.

What sets TelemetryDeck apart from other app analytics services?

- “Privacy by Design” Architecture
- **No** Collection of Personal Data
- Developed in Germany and operated in German data centers
- Automatically compliant with all data protection laws
- Real-time analytics with powerful, customizable dashboards
- Direct contact with the product’s developers

Key features:

- Privacy-friendly: No tracking of personal data
- Easy integration: Simple SDK (Software Development Kit) that integrates in minutes and causes no performance loss
- Real-time insights: Trends and key metrics available immediately
- GDPR-compliant: Developed in accordance with data protection laws

Company Values

- Data Protection
- Transparency
- Simplicity
- Long-term customer relationships
- Europe’s Digital Sovereignty

Our Mission:

We believe organizations shouldn't have to choose between understanding their products and respecting their users' privacy. Our mission is to make ethical analytics accessible to every software team.

Lisa Figas, CEO of TelemetryDeck GmbH



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