



Data Parties July 2026

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Do you know what data parties are? No, I'm not talking about fun and frolic in your databases! Data parties are a category of business information different from primary and secondary research.

In a nutshell: There are three types of data parties: first-party, second-party and third-party. **Your company most likely gathers first-party data**, but might not use the other two. However, it's worth understanding what they are, because each has different degrees of accuracy and reasons for use.

First-party data is typically customer records collected directly from your own channels — your website, apps, CRM, etc. These records might include demographics, purchase history, website activity, sales interactions, support calls, webinar attendance, and the like.

- This differs from primary research, in that it is *passive or transactional* customer data, whereas primary research data is *actively* gathered from surveys, interviews, and other studies conducted specifically by/for your company.
- First-party data is valuable because you collect it directly from your customers and can verify its accuracy.

Second-party data is another company's first-party data that is shared with you. In most cases, you know the company and trust the data's quality and accuracy. An example would be a retail chain selling its customer loyalty data to a credit card company.

Third-party data is usually purchased from data aggregators or brokers, or from a third-party data marketplace such as Acxiom, Nielsen, or OnAudience. We're talking broad-scale quantitative audience data here, such as demographics or viewership.

- Third-party data should not be confused with market research studies for sale (categorized as secondary research), which are usually analytical reports on specific business categories, market trends, and/or users.

One last word... Always be aware of consumer privacy laws – especially stringent in Europe – and make sure the data you use is in compliance.

Need help with your data sources? Contact me at lrink@LindaRink.com.