What data is included and how is it protected?

This article explains what types of data are included in Big Think+ Analytics and how user privacy is handled.

Big Think+ Analytics collects and displays data to help organizations track learning engagement, but only shows what has been provided by your organization and captured through platform activity. It's designed to balance insight with responsible data handling.

What data is included in Analytics?

The data in Analytics includes:

- **Content usage**
  View time, completions, last activity, and content views across lessons, courses, curations, learning paths, and expert classes.

- **Learner activity**
  Total view time, number of views, average completion rate, and last login date – tied to a learner's name and email (if provided by your organization).

- **Engagement by capability and expert**
  Aggregated data showing which experts and skill areas are most active across your organization.

- **Timestamps and durations**
  For consistency, all time-based data (like view time and video duration) is displayed in Days:Hours:Minutes:Seconds, or in seconds only in CSV downloads.

Is personally identifiable information (PII) included?

Analytics may display **personally identifiable information** such as names and email addresses if your organization has provided that data during onboarding or user creation. These details are only visible to authorized users with the **View Analytics** permission.

No additional personal information is collected or inferred beyond what your organization supplies.

How often is data updated?

Analytics data is refreshed every **24 hours**, at 5:00 AM ET / 9:00 AM GMT.

What if I see an issue or have concerns?

If something doesn't look right, or if you have a question about data access or security:

- Reach out to your internal Big Think+ administrator or learning lead.

- Contact Big Think+ Partner Services at **partnerservices@bigthink.com** for direct support.