

FREE GUIDE

YOUR DATA IS WORTH MONEY

THE PLAIN-ENGLISH GUIDE TO AI DATA LICENSING

FOR BUSINESS OWNERS AND REFERRAL PARTNERS

BUSINESS OWNERS

YOUR COMPANY'S DATA COULD BE WORTH

\$100K-\$5M

Estimated range; actual value varies
by data and deal. Not a guarantee.

REFERRAL PARTNERS

EARN \$50,000+.

per qualifying deal referred (or 6%), not a guarantee

AIDATALICENSINGMONEY.COM

WELCOME

BEFORE YOU BEGIN

Artificial intelligence runs on data. The companies building AI systems need large amounts of real, high-quality information, and some of them now pay for it under formal licensing agreements. This guide explains that market in plain English.

WHO THIS GUIDE IS FOR

Part One: Business owners

You run or own a company with roughly 20 to 50 or more staff. You want to understand what AI data licensing is, whether your records could qualify, how privacy is protected, and what questions to ask before you take any step.

Part Two: Referral partners

You are a consultant, accountant, IT provider, advisor or simply well connected. You want to know how referring companies to the program works, who makes a good referral and how to raise the topic with clients in a professional way.

HOW TO USE IT

- Read the Introduction first. It takes about five minutes and gives both audiences the same foundation.
- Then go to your part. Business owners can skip Part Two. Referral partners should still read Part One, because you will need to explain these ideas to the owners you introduce.
- Every statistic in this guide comes from a published source. Small numbers in brackets, like this ^[1], point to the full list of sources at the end.

Important notes

This guide is general education, not legal, tax, financial or privacy advice. Always involve your own advisors before licensing any data.

The publicly reported deals described here involved large, well-known organizations. They show that a real market exists. They do not predict what any particular company will be offered, and no outcome is guaranteed.

Throughout this guide, "the program" means the AI data licensing program behind aidatalicensingmoney.com, which reviews companies and connects qualifying ones with AI buyers. Referral partner payments are **\$50,000+ per qualifying deal referred (or 6%), not a guarantee**. Payment happens only if a referred deal qualifies and closes.

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INTRODUCTION

THE SHORT VERSION

AI models learn from examples. The better and more varied the examples, the better the model. For years, much of that material came from the public internet. That supply is limited, and the market for properly licensed data is growing.

~\$60M

per year: the reported value of Reddit's AI content licensing deal with Google

Reuters, Feb 2024 ^[1]

\$250M+

over five years: the reported value of News Corp's agreement with OpenAI

CB Insights; Quartz ^[3,4]

\$104M

in 2023 revenue from Shutterstock's AI licensing business

Bloomberg, Jun 2024 ^[5]

\$8.45B

projected AI training dataset market by 2030, up from \$3.19B in 2025

The Business Research Company ^[9]

WHY THIS MATTERS TO ORDINARY BUSINESSES

The headline deals above involve big publishers and platforms. But the reason buyers pay is simple and applies far more widely: they want **real-world, well-organized, legally licensable information** that is hard to find elsewhere. Shutterstock's chief executive said its buyers wanted images that were legally obtained and had good-quality descriptions. ^[5] Epoch AI projects that the stock of quality public human-written text could be fully used by AI models between 2026 and 2032. ^[10]

Many established companies hold years of specialized records: support conversations, manuals, quotes, reports, photos and expert know-how. Some of it may be useful to AI developers once it is reviewed, protected and licensed under clear written terms.

WHAT THIS GUIDE WILL AND WILL NOT DO

It will

- Explain the market in plain terms
- Show what types of data buyers have paid for
- Cover privacy basics and smart questions
- Give partners an honest way to start conversations

It will not

- Promise any price, payment or outcome
- Replace your legal or privacy advisors
- Suggest sharing anything without rights, consent and protection

PART ONE

01 FOR BUSINESS OWNERS

What AI data licensing is, why buyers pay for real business data, what may qualify, how privacy is protected, what to ask and how the process works.

- 1 What AI data licensing is
- 2 Why AI companies pay for real business data
- 3 What kinds of data may qualify
- 4 Privacy and anonymization basics
- 5 Questions to ask before you license
- 6 How the process works

YOUR RECORDS MAY BE MORE VALUABLE THAN YOU THINK

CHAPTER 1

WHAT AI DATA LICENSING IS

AI data licensing is a written agreement in which a company that holds useful information gives an AI developer permission to use a defined set of that information, for defined purposes, for a defined period, in exchange for payment.

A SIMPLE WAY TO THINK ABOUT IT

Think of how a photographer licenses a photo. The photographer keeps ownership. The client receives the right to use the image in agreed ways and pays for that right. AI data licensing works on the same principle. Your company typically keeps ownership of its records, and the buyer receives specific, limited rights, set out in a contract.

LICENSING IS NOT THE SAME AS SELLING

	LICENSING (TYPICAL)	SELLING OUTRIGHT
Ownership	Usually stays with your company	Transfers to the buyer
Use	Limited to purposes written in the agreement	Often unrestricted
Duration	A fixed term, which can end or be renewed	Permanent
Control	You can set conditions, such as no re-identification	Little or none once sold

Every agreement is different. Always confirm ownership, scope and duration in the actual contract with your own counsel.

WHO IS INVOLVED

The data holder

Your company: the organization that created or collected the records and has the right to license them.

The AI buyer

A company that builds or improves AI models and needs high-quality, legally licensed training material.

The program

Reviews whether a company's data could qualify and helps connect qualifying companies with buyers under written terms.

WHAT IT IS USED FOR

Licensed data is generally used to **train** or **improve** AI models: teaching them how real customers ask questions, how technical problems get solved, how documents in a particular industry are written, or what real-world images look like. The agreement should say exactly which uses are allowed.

Key idea: You are not handing over your business. You are granting carefully limited permission to use a reviewed, protected set of records, on terms you can read and negotiate.

CHAPTER 2

WHY AI COMPANIES PAY FOR REAL BUSINESS DATA

AI developers pay for data for three main reasons: the public supply is limited, quality matters more than ever, and buyers want material they have a clear legal right to use.

1. THE PUBLIC SUPPLY IS RUNNING SHORT

Epoch AI, a research organization that studies trends in AI, estimates the effective stock of quality, human-generated public text at around 300 trillion tokens. If current trends continue, it projects that AI models will fully use this stock between 2026 and 2032, or even earlier if models are heavily "overtrained."^[10] (A token is a small piece of text; Epoch's rule of thumb is about 0.8 words per token.)

Epoch also notes that private data, such as messages, is hard to use at scale because of legal issues and because it is scattered across many owners.^[10] That is exactly the gap licensing fills: it creates clear permission, an organized dataset and agreed protections.

2. SPECIALIZED, REAL-WORLD DATA IS HARD TO FIND

Public websites contain a great deal of general text, but much less of the specialized knowledge that lives inside businesses: how a technician diagnoses a fault, how a support agent resolves a billing question, how a contract in a particular industry is structured. Quartz notes that as AI moves into areas such as robotics and health care, it needs data that was never on the public internet, including enterprise records that sit behind walls of ownership, consent and technical formatting.^[4]

3. BUYERS WANT CLEAN LEGAL RIGHTS

AI companies face growing scrutiny over the use of copyrighted material. Bloomberg reported that many of Shutterstock's buyers "already have much of the world's content," yet still wanted images that were legally obtained and well described.^[5] Licensed data reduces legal uncertainty for the buyer, which is part of what they are paying for.

\$3.87B

forecast size of the AI training dataset market in 2026

The Business Research Company ^[9]

21.6%

forecast compound annual growth rate for that market through 2030

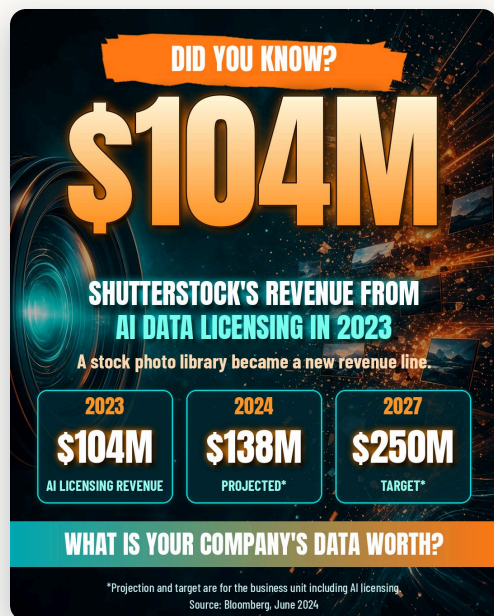
The Business Research Company ^[9]

CHAPTER 2 · CONTINUED

WHAT HAS BEEN PUBLICLY REPORTED

The deals below are among the best documented. They are listed to show that the market is real, not to suggest what any other company will receive.

DATA HOLDER	BUYER	REPORTED VALUE	TYPE OF DATA
Reddit	Google	About \$60M per year ^[1]	Real online conversations
Reddit (all licensing deals, Jan 2024)	Not disclosed	\$203M aggregate contract value, 2 to 3 year terms ^[2]	Conversations and comments
News Corp	OpenAI	\$250M+ over five years ^[3,4]	News and articles
The New York Times	Amazon	\$20M to \$25M per year (reported) ^[4]	News and articles
Shutterstock	Several Big Tech firms	\$25M to \$50M per deal, per its CFO ^[4]	Images, video and music
Wiley	Undisclosed large tech company	\$23M content rights project (fiscal 2024) ^[7]	Books and expert content
Informa	Microsoft	\$10M+ ^[3]	Academic and research content



Shutterstock's AI licensing revenue. Source: Bloomberg ^[5]

A USEFUL EXAMPLE: SHUTTERSTOCK

Shutterstock is best known as a stock photo library, not a technology giant. Its AI licensing business produced **\$104 million** in revenue in 2023. The company projected **\$138 million** for the business unit including AI licensing in 2024, and set a target of **\$250 million** by 2027.^[5] It signed a six-year agreement with OpenAI in 2023.^[5,6]

Wiley, an academic and professional publisher, later reported **\$40 million** in total AI licensing revenue in fiscal 2025, up from \$23 million in fiscal 2024.^[8]

The lesson: buyers pay for data that is specialized, well organized and legally licensable. Size alone is not the point. Organization, uniqueness and clear rights are.

CHAPTER 3

WHAT KINDS OF DATA MAY QUALIFY

AI companies have already paid to license five broad kinds of content: real conversations, technical questions and answers, news and articles, images and video, and research or expert content.^[1,3,4] Many established businesses hold their own versions of these.

Customer conversations

Support chats, help-desk tickets, call transcripts and email threads that show how real people describe problems and how they get solved.

Manuals and guides

Product documentation, standard operating procedures, training materials, installation and repair guides.

Quotes, jobs and records

Estimates, work orders, project notes, inspection reports and other structured records of how work gets done.

Photos and video

Job-site photos, product images, inspection footage and other visual material you created and own.

Expert know-how

Internal reports, research, analyses, technical write-ups and other specialist knowledge built up over years.

Industry documents

Forms, templates, proposals and correspondence typical of your field, once sensitive details are removed.

WHAT TENDS TO MAKE DATA MORE VALUABLE

- **Uniqueness.** Information that is not freely available on the public internet.
- **Depth and volume.** Years of consistent records rather than a handful of files.
- **Real-world quality.** Authentic, human-created material that reflects how work is actually done.
- **Organization.** Data that is stored consistently, labeled and easy to extract.
- **Clear rights.** You can show your company created or lawfully holds it and is allowed to license it.

These are general factors, consistent with Shutterstock's emphasis on legally obtained content with good descriptions.^[5] Whether any specific dataset qualifies is decided case by case.

CHAPTER 3 · CONTINUED



Everyday business records that could hold value.
Examples only.

WHERE TO LOOK INSIDE YOUR COMPANY

A quick internal tour often surfaces more than owners expect. Ask each department head one question: *"What records have we kept for three years or more?"*

- **Customer service:** help-desk platform, shared inboxes, chat logs
- **Operations:** work orders, job notes, checklists, inspection reports
- **Sales:** quotes, proposals, product descriptions
- **Engineering or technical:** manuals, specifications, troubleshooting guides
- **Marketing:** original photos, videos, articles, case write-ups

DATA THAT IS LESS LIKELY TO QUALIFY, OR NEEDS EXTRA CARE

TYPE	WHY
Content you licensed from someone else	You may not have the right to license it onward. Check your contracts.
Records under strict confidentiality agreements	Client or partner contracts may forbid any secondary use.
Highly sensitive personal data (health, financial, children's data)	Subject to strict laws. It may be possible only with rigorous de-identification and expert review, or not at all.
Small, scattered or inconsistent files	Harder to organize into a useful dataset.
Information copied from public websites	Usually not unique, and the rights may belong to others.

Rule of thumb

If your company **created it**, **holds it lawfully**, has **kept it for years** and it reflects **real work in your field**, it is worth a conversation. If you are not sure who owns it, start there before anything else.

CHAPTER 4

PRIVACY AND ANONYMIZATION BASICS

Privacy is not an add-on to data licensing. It is the foundation. Any responsible deal starts by finding personal and sensitive information and removing or protecting it before anything is shared.

FOUR TERMS WORTH KNOWING

Personal information

Anything that identifies a person or could reasonably be linked to one: names, addresses, phone numbers, email addresses, account numbers, photos of faces and similar details.

De-identification

The process of removing or altering identifiers so that records no longer point to a specific individual.

Pseudonymization

Replacing identifiers with codes. This lowers risk, but anyone who holds the key can re-identify people, so it is weaker than full anonymization.

Anonymization

Changing data so that individuals can no longer be identified by any reasonably likely means. Under the EU's GDPR, truly anonymous information falls outside data protection rules, while pseudonymized data does not.^[13]

A REAL-WORLD MODEL: THE U.S. HEALTH PRIVACY STANDARD

The U.S. Department of Health and Human Services describes two accepted ways to de-identify health information under HIPAA. They are a useful mental model for any industry.^[12]

Safe Harbor

Remove a specified list of 18 types of identifiers, including names, small geographic areas, most dates, phone numbers, email addresses, account numbers, full-face photos and any other unique identifying code.

Expert Determination

A qualified expert applies statistical methods, concludes that the risk of identifying anyone is very small, and documents the methods and results.

HHS also notes that even properly de-identified data keeps a small risk of re-identification: very small, but not zero.^[12] That is why good agreements add contractual protections, such as a ban on any attempt to re-identify people.

Health data is only one example. Other laws may apply to your industry and location. Your privacy counsel should confirm which rules apply to you.

CHAPTER 4 · CONTINUED

COMMON PROTECTION TECHNIQUES

HHS describes several families of methods that experts use, often in combination:^[12]

Suppression

Removing a field, a value or a whole record that is too identifying.

Generalization

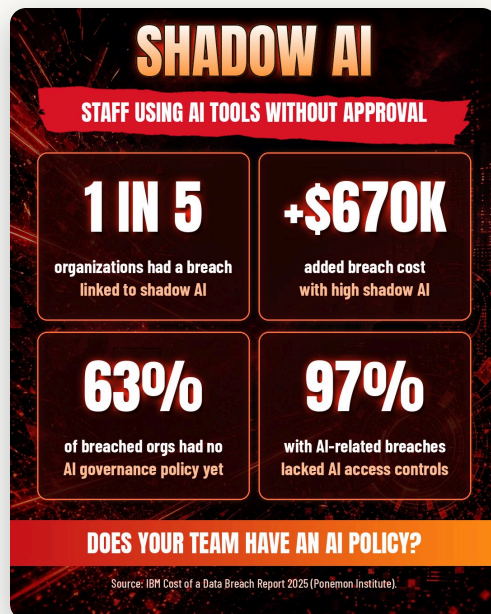
Making details less precise, such as an age range instead of an exact age, or a region instead of a street address.

Perturbation

Slightly altering values so overall statistics hold but individuals cannot be pinpointed.

Free text needs special attention. HHS notes that identifiers must be removed wherever they appear, including in notes and narrative fields, not just in labeled columns.^[12] Support tickets and emails often contain names, phone numbers and account details typed into the body of a message.

WHY SECURITY MATTERS RIGHT NOW



Source: IBM Cost of a Data Breach Report 2025^[11]

IBM's 2025 Cost of a Data Breach Report, conducted by the Ponemon Institute, found:^[11]

- The global average cost of a data breach was **\$4.44 million**; the U.S. average reached **\$10.22 million**.
- Healthcare breaches averaged **\$7.42 million**, the costliest of any industry studied.
- **One in five** organizations reported a breach due to "shadow AI" (staff using AI tools without approval). High levels of shadow AI added about **\$670,000** to average breach costs.
- **63%** of breached organizations had no AI governance policy or were still developing one.
- Of organizations that reported breaches of AI models or applications, **97%** lacked proper AI access controls.

The point: your data is valuable, and staff may already be putting it into AI tools without oversight. A formal, governed licensing process is far safer than uncontrolled use.

CHAPTER 5

QUESTIONS TO ASK BEFORE YOU LICENSE

Good deals have clear answers. Bring these questions to any conversation about licensing your data, including conversations with the program. If an answer is vague, ask for it in writing.

OWNERSHIP AND RIGHTS

1. Who owns this data, and do we have the legal right to license it?
2. Do any customer, vendor or employee contracts restrict how we can use it?
3. Will we keep ownership, and exactly what rights will the buyer receive?

PRIVACY AND PROTECTION

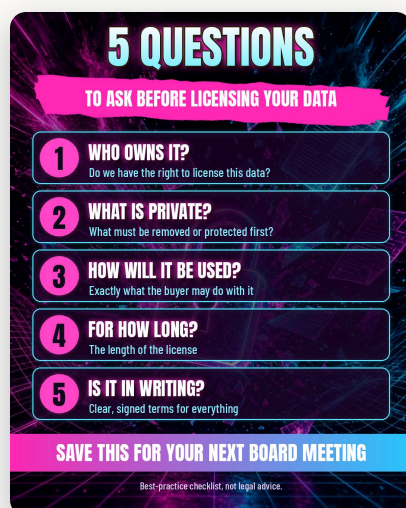
4. What personal or sensitive information needs to be removed, and who will remove it?
5. Which de-identification method will be used, and will it be documented?
6. Will the buyer be contractually banned from trying to re-identify anyone?
7. How will the data be transferred and stored securely?

USE AND LIMITS

8. Exactly how will the buyer use the data: training, testing or something else?
9. Can the buyer pass the data on to anyone else?
10. How long does the license last, and what happens to the data when it ends?

MONEY AND PROCESS

11. How is the price set, and when and how are we paid?
12. Are there any costs, fees or revenue shares for us? Please confirm in writing.
13. What will our team need to do, and how much time will it take?
14. Is everything, including every answer above, in the written agreement?



Bring the right people

Before signing anything, involve your **legal counsel**, whoever is responsible for **privacy or IT security**, and your **accountant**. A serious counterpart will welcome careful questions.

CHAPTER 6

HOW THE PROCESS WORKS

Every deal is different, but most follow the same basic path. Here is the typical sequence in plain steps. The program will confirm its exact process with you.

1

Initial conversation

You share, at a high level, what your company does and what kinds of records you hold. No data changes hands at this stage.

2

Qualification review

Specialists assess whether your data types, volume, age and rights are likely to interest AI buyers. Many companies will not qualify, and that is normal.

3

Scoping and samples

If there is a fit, the parties agree what a dataset could include. Any sample is reviewed and protected first, usually under a confidentiality agreement.

4

Privacy protection

Personal and sensitive details are removed or transformed using documented methods, with your privacy and legal advisors involved.

5

Written terms

The agreement sets out what is shared, how it may be used, for how long, security requirements, restrictions such as no re-identification, and payment terms.

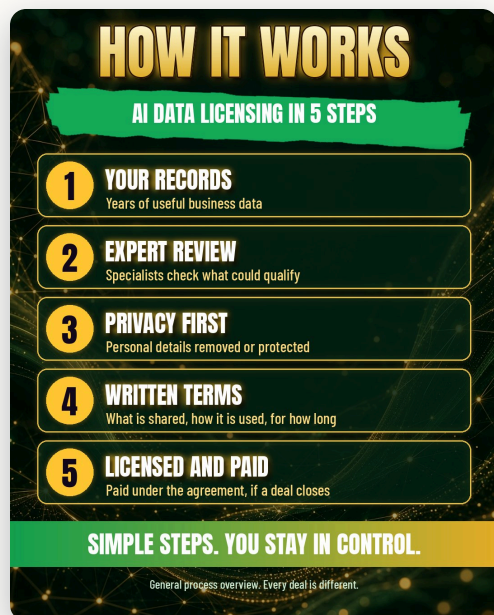
6

Delivery and payment

The protected dataset is delivered securely, and your company is paid under the agreement. Some agreements include renewals or updates over time.

Timing: deals depend on the data, the buyer and the legal review on both sides. Ask the program for a realistic timeline for your situation rather than relying on any general estimate.

CHAPTER 6 · CONTINUED



The licensing path at a glance. Process description only.

WHAT YOU MAY BE ASKED TO PREPARE

- A short description of your company, industry and size
- A list of the main record types you hold and roughly how many years they cover
- Where the data lives (for example, a help-desk platform, shared drives or a database)
- Any contracts that might limit how the data can be used
- Your current privacy policy and any customer consent language
- The name of the person who will coordinate on your side

WHO SHOULD BE INVOLVED

- **Owner or chief executive:** the decision maker
- **Operations or IT lead:** knows where the data is and how to extract it
- **Legal counsel:** rights, contracts and the agreement
- **Privacy or security lead:** de-identification and safe transfer
- **Accountant:** how any income is recorded and taxed

You stay in control

Exploring is not committing. You can ask questions, review terms with your advisors and decline at any point before an agreement is signed. Nothing should be shared until you are comfortable with the rights, the protections and the written terms.

WORKSHEET

OWNER READINESS CHECKLIST

Tick each statement that is true for your company. The more you tick, the more useful a conversation with the program is likely to be. This is a self-check, not a qualification test.

ABOUT YOUR DATA

- ☐ We have kept business records for three years or more.
- ☐ We hold customer conversations, tickets or emails in a system we control.
- ☐ We have manuals, guides, procedures or training material we wrote ourselves.
- ☐ We have original photos or video from our work.
- ☐ Our records reflect specialized knowledge in our industry.
- ☐ Our data is stored in a reasonably organized way.

ABOUT RIGHTS

- ☐ We created this data or lawfully hold it.
- ☐ We know of no contract that forbids secondary use.
- ☐ Our privacy policy has been reviewed in the last two years.

ABOUT YOUR TEAM

- ☐ We have 20 or more staff.
- ☐ Someone can coordinate a review on our side.
- ☐ We have access to legal counsel.
- ☐ We have someone responsible for IT or data security.
- ☐ We have, or are willing to create, an AI use policy for staff.

ABOUT YOUR GOALS

- ☐ We would value a potential new revenue stream from existing assets.
- ☐ We are comfortable exploring terms before deciding.
- ☐ Privacy and control are non-negotiable for us.

Your notes

FOR BUSINESS OWNERS

FIND OUT IF YOUR DATA QUALIFIES

If your company has 20 to 50 or more staff and years of real business records, the next step is a simple, no-obligation conversation about what you hold.

- 1 Tell the program about your company and the records you keep
- 2 Get an initial view on whether your data could qualify
- 3 Decide, with your advisors, whether to go further

aidatalicensingmoney.com/companies

Exploring is not committing. No outcome or price is guaranteed. Nothing is shared without your agreement.

PART TWO

02

FOR

REFERRAL PARTNERS

How referring companies to the program works, who makes a good referral, how to start conversations and simple scripts you can adapt.

- 7 How referring companies works
- 8 Who makes a good referral
- 9 How to start the conversation
- 10 Simple scripts you can use
- 11 Doing it right: partner guidelines

KNOW BUSINESS OWNERS? START THE CONVERSATION.

CHAPTER 7

HOW REFERRING COMPANIES WORKS

As a referral partner, your role is to make a warm, honest introduction between a business owner you know and the program. The program does the review, the technical work and the deal. You open the door.

\$50,000+**PER QUALIFYING DEAL REFERRED (OR 6%), NOT A GUARANTEE**

Payment happens only if a referred deal qualifies and closes. Many referred companies will not qualify, and some that qualify will not reach a signed deal. The exact terms, including how the 6% is calculated and when payment is made, are set out in the program's written partner agreement. Read it before you begin.

THE REFERRAL PATH

1**Join as a partner**

Sign up at aidatalicensingmoney.com/affiliates and review the partner terms.

2**Identify a likely fit**

Think of owners of established companies, roughly 20 to 50 or more staff, with years of real records (see Chapter 8).

3**Start a conversation**

Share the idea, offer this guide and ask whether they would like an introduction (see Chapters 9 and 10).

4**Make the introduction**

With the owner's permission, connect them with the program using the method in your partner agreement, so the referral is recorded.

5**The program takes it from there**

The program reviews the company and, if there is a fit, works toward a deal under written terms. If a referred deal qualifies and closes, you are paid under the partner agreement.

What you do: spot good-fit companies, make honest introductions and share educational material like this guide. **What you do not need to do:** handle any company's data, negotiate contracts or give legal or privacy advice.

CHAPTER 8

WHO MAKES A GOOD REFERRAL

The best referrals are not necessarily the biggest companies you know. They are established businesses with years of specialized, well-kept records, run by an owner who values careful handling of information.

A STRONG REFERRAL USUALLY HAS

Size and stability

Roughly 20 to 50 or more staff and several years in business, so there is a real history of records.

Specialized knowledge

Work that involves expertise: technical services, professional services, specialist manufacturing, field services and similar.

Rich records

A help desk, ticketing system, job management software, document library or large photo archive.

A reachable decision maker

You know the owner or a senior leader personally and can speak to them directly.

SIGNALS WORTH LISTENING FOR

- "We have years of tickets, quotes or job notes and we never look at them."
- "Our staff are already using AI tools and we are not sure what is being shared." (IBM found one in five organizations reported a breach due to shadow AI.^[11])
- "We are looking for new revenue that does not mean adding headcount."
- "We have built up a lot of know-how that nobody else has written down."

PROBABLY NOT A FIT, OR NOT YET

SITUATION	WHY
Very new or very small businesses	Usually not enough history or volume yet.
Companies whose data mostly belongs to clients	Their contracts may not allow licensing.
Owners who are uncomfortable with the idea	Never push. A respectful "no" protects your relationship.
Anyone you do not know well	Cold, mass outreach rarely works and can damage trust.

Quality over quantity. One well-matched, warm introduction is worth far more than a long list of names. It is also better for your reputation.

CHAPTER 9

HOW TO START THE CONVERSATION

The goal of the first conversation is not to sell anything. It is to share an interesting, well-sourced idea and let the owner decide whether they want to learn more.

FIVE PRINCIPLES

1

Lead with curiosity, not money

Open with the trend and a sourced fact, such as the Reddit and Google deal reported by Reuters.^[1] Let the owner draw their own conclusions.

2

Be transparent about your role

Say early and plainly that you are a referral partner and may be paid if a deal qualifies and closes. U.S. FTC guidance says people who recommend products should disclose material connections, such as being paid.^[14]

3

Put privacy first

Owners will worry about customer data. Show that you take it seriously by pointing to Chapter 4 and the questions in Chapter 5.

4

Promise nothing

Never suggest a price, a timeline or that their company will qualify. Say instead: "The program can tell you whether it is worth exploring."

5

Make it easy to say no

End with a simple, low-pressure question, and respect the answer.

NATURAL MOMENTS TO BRING IT UP

Planning meetings

Annual reviews, budget sessions or strategy days where new revenue is already on the agenda.

AI discussions

When a client mentions AI tools, policies or concerns about what staff are sharing.

Data projects

System migrations, archive clean-ups or records retention reviews.

A helpful framing

"Most companies think of their old records as a storage cost. A few are starting to treat them as assets. I came across a program that reviews whether a company's data could qualify for AI licensing. It may or may not be a fit for you, but I thought you would find it interesting."

CHAPTER 10

SIMPLE SCRIPTS YOU CAN USE

Adapt these to your own voice and relationship. Keep them short, keep the disclosure in, and never add claims about prices or results.

SCRIPT 1 · EMAIL TO A CLIENT YOU KNOW WELL

Subject: An idea about your company's records

Hi [Name],

I have been reading about AI companies licensing real-world data from businesses. Reuters reported that Google pays Reddit about \$60 million a year for access to its content, and specialist publishers have signed deals too.

Given how many years of [tickets / job records / manuals] you have, I wondered whether some of it could qualify, with personal information removed and everything under written terms. There is a program that reviews this, and I am happy to introduce you if you are curious. I have also attached a short plain-English guide.

Full transparency: I am a referral partner for the program, so I may be paid if your company qualifies and a deal closes. That should not affect your decision, and there is no obligation.

Best regards,
[Your name]

SCRIPT 2 · PHONE OR IN-PERSON OPENER

"Can I share something I came across that might be relevant to you? AI developers are paying to license real business data, things like support conversations, manuals and technical records, because good public data is getting scarce. There is a program that checks whether a company's data could qualify. I am a referral partner for it, so I should be upfront that I could be paid if a deal ever closed. Would you like me to send you a short guide, or make an introduction?"

SCRIPT 3 · SHORT MESSAGE (LINKEDIN OR TEXT)

"Hi [Name], quick one: I have been looking into AI data licensing, where AI companies pay businesses for access to anonymized records under written terms. With your company's history I thought it might interest you. Happy to send a short guide. (I am a referral partner for a program in this space.)"

CHAPTER 10 · CONTINUED

SCRIPT 4 · POLITE FOLLOW-UP (ONE TIME ONLY)

"Hi [Name], just following up on my note about AI data licensing. No pressure at all. If it is not a priority, I completely understand. If you would like the guide or an introduction, just reply and I will set it up."

SCRIPT 5 · INTRODUCTION EMAIL, ONCE THE OWNER SAYS YES

Subject: Introduction: [Company] and the program

Hi [Name] and [Program contact],

[Name], as discussed, I am introducing you to [Program contact], who can explain how the review works and answer your questions about privacy and terms. [Program contact], [Name] runs [Company], a [industry] business with about [number] staff and many years of [record types].

I will let you both take it from here. As mentioned, I am a referral partner for the program.
[Your name]

ANSWERING COMMON QUESTIONS

IF THEY SAY	YOU CAN SAY
"Is this safe for our customers' data?"	"That is the right first question. Responsible licensing removes or protects personal information before anything is shared, and the terms are in writing. Your own lawyer and IT lead should be involved. The program can walk you through it."
"Our data is not interesting."	"Shutterstock is a stock photo library, and Bloomberg reported it made \$104 million from AI licensing in 2023. Buyers look for specialized, real-world material. The program can tell you either way."
"How much would we get?"	"I honestly cannot say, and I would not want to guess. It depends on the data and the buyer. The program can give you a view after a review."
"What is in it for you?"	"I am a referral partner, so I may be paid if your company qualifies and a deal closes. I would only suggest it if I thought it was worth your time."
"We do not have time for this."	"Understood. The first step is a short conversation, and you can stop at any point. I can send the guide so you can look when it suits you."

CHAPTER 11

DOING IT RIGHT: PARTNER GUIDELINES

Your reputation is your most valuable asset as a referrer. These guidelines protect it, protect the owners you introduce and help you follow advertising and disclosure rules.

Do

- Disclose that you are a referral partner and may be paid. ^[14]
- Use the exact payment wording: \$50,000+ per qualifying deal referred (or 6%), not a guarantee.
- Explain that payment happens only if a referred deal qualifies and closes.
- Cite sources when you share a statistic.
- Put privacy and the owner's interests first.
- Recommend that owners involve their own legal, privacy and financial advisors.
- Respect a "no" and stop after one follow-up.

Do not

- Promise or estimate what a company will be paid.
- Say a company will qualify or that a deal is certain.
- Describe earnings as guaranteed or typical.
- Invent testimonials, results or urgency.
- Ask a company to send you any of its data.
- Give legal, tax or privacy advice outside your profession.
- Send bulk or unsolicited messages to people you do not know.

IF YOU ARE A LICENSED PROFESSIONAL

Accountants, lawyers, financial advisors and others in regulated professions may have specific rules about referral fees and disclosure to clients. Check your professional body's guidance and your engagement terms before you refer a client, and disclose the arrangement in writing where required.

WHEN YOU SHARE THIS GUIDE

- Share it as education. It explains the market and the questions to ask, and does not promise results.
- Do not edit the statistics or remove the source list.
- If you quote the payment terms, quote them in full: **\$50,000+ per qualifying deal referred (or 6%), not a guarantee.**

The simple test

Before you send anything, ask yourself: "Would I be comfortable if this owner read every word of this message aloud to their lawyer?" If the answer is yes, you are doing it right.

FOR REFERRAL PARTNERS

REFER. EARN.

\$50,000+

**PER QUALIFYING DEAL REFERRED (OR 6%),
NOT A GUARANTEE**

Payment happens only if a referred deal qualifies and closes.

If you are a consultant, advisor or well-connected professional who knows owners of established companies, learn how the partner program works and read the full terms.

aidatalicensingmoney.com/affiliates

Payments are made only under the written partner agreement. Many referrals will not qualify or close.

REFERENCE

MYTHS, FACTS AND COMMON QUESTIONS



Sources: Bloomberg; CB Insights ^[3,5]

MYTH	FACT
"Only giant tech companies have valuable data."	Shutterstock, a stock media library, reported \$104M in AI licensing revenue in 2023. ^[5]
"AI companies just take data for free."	Many now sign paid licenses. CB Insights lists deals with News Corp, Reddit, Informa, Shutterstock and others. ^[3]
"Licensing exposes our customers."	Responsible deals remove or protect personal information first, using documented methods. ^[12]
"You need to be technical."	Specialists handle the technical work; your team supplies knowledge of the records.
"It is guaranteed money."	It is not. Many companies will not qualify, and terms depend on the data and the buyer.

FOR BUSINESS OWNERS

Do we lose ownership of our data?

In a typical license, you keep ownership and grant limited rights for a set period. Confirm this in the agreement.

Is there a cost to us?

Ask the program to confirm in writing any costs, fees or revenue shares before you proceed.

Can we stop?

You can decline at any point before signing. After signing, your rights depend on the agreement, so review it carefully.

FOR REFERRAL PARTNERS

How and when am I paid?

Payment is \$50,000+ per qualifying deal referred (or 6%), not a guarantee. Payment happens only if a referred deal qualifies and closes. Timing and method are set out in the written partner agreement.

BONUS 1 · FOR BUSINESS OWNERS

DATA INVENTORY CHECKLIST

Before any conversation with the program, it helps to know what you actually hold. Work through this list with your operations and IT leads. Tick what applies and note rough answers. Estimates are fine at this stage.

STEP 1: THE TYPES OF DATA YOU HOLD

- | | |
|--|--|
| ☐ Customer support tickets, chats or call notes | ☐ Original photos or video from your work |
| ☐ Customer and supplier emails | ☐ Call recordings or audio files |
| ☐ Manuals, guides and standard procedures | ☐ Product, parts or pricing catalogs |
| ☐ Training material written by your staff | ☐ Sensor, machine or equipment logs |
| ☐ Quotes, estimates and proposals | ☐ Reports, assessments and expert write-ups |
| ☐ Work orders, job notes and inspection reports | ☐ Other specialized records: _____ |

STEP 2: VOLUME AND HISTORY

DATA TYPE	ROUGH VOLUME	YEARS HELD	WHERE IT IS STORED

Volume can be a simple count, such as number of tickets, documents, files or hours of audio. Note the system each type lives in, such as a help desk, shared drive or job management software.

BONUS 1 • CONTINUED**STEP 3: RIGHTS AND OWNERSHIP**

- ☐ We created this data or lawfully collected it
- ☐ We have checked customer contracts for limits on use
- ☐ We have checked supplier and partner contracts
- ☐ Our terms of service or privacy notice have been reviewed
- ☐ No third party claims ownership of these records
- ☐ Photos and media were taken by our staff or we hold the rights

STEP 4: PRIVACY AND SENSITIVITY

- ☐ We know which records contain personal information
- ☐ We know whether any records contain health, financial or other sensitive data
- ☐ We know which privacy laws apply to us and our customers
- ☐ We have someone responsible for privacy or data protection
- ☐ We could remove or mask names, contact details and account numbers

STEP 5: CONDITION AND ACCESS

- ☐ Records are in digital form, not only on paper
- ☐ Records can be exported from our systems
- ☐ Files are labeled or organized in a consistent way
- ☐ Duplicates and junk files are kept to a minimum
- ☐ We know who has access today

STEP 6: PEOPLE TO INVOLVE

- ☐ Owner or senior leader
- ☐ IT or systems lead
- ☐ Legal advisor
- ☐ Privacy or compliance lead
- ☐ Finance or accounting advisor

Tip: You do not need perfect answers. A rough inventory makes the first conversation with the program faster and more useful, and it shows you where your gaps are before anything is shared.

This checklist is a planning aid, not legal or privacy advice. Nothing should be shared with anyone until rights, privacy and written terms have been reviewed by your own advisors.

BONUS 2 · FOR REFERRAL PARTNERS

COPY-AND-PASTE OUTREACH SCRIPTS

These add to the scripts in Chapter 10. Use them for situations that chapter does not cover. Keep the disclosure in, keep claims out, and never suggest that a company will earn a set amount.

SCRIPT A · EMAIL TO A BUSINESS OWNER YOU MET RECENTLY

Subject: Following up from [event or meeting]

Hi [Name],

It was good to meet you at [event]. You mentioned [company] has been operating for [number] years. That made me think of something I have been learning about: some AI developers license real business records, such as manuals, support logs and technical reports, under written agreements.

There is a program that reviews whether a company's data might be suitable. A review does not commit you to anything, and many companies will not qualify. If you are curious, I can send a short guide.

Full transparency: I am a referral partner for the program, so I may be paid if your company qualifies and a deal closes. That should not affect your decision, and there is no obligation.

Kind regards,
[Your name]

SCRIPT B · LINKEDIN DIRECT MESSAGE AFTER CONNECTING

"Thanks for connecting, [Name]. I work with [your field] clients and have been looking at how established companies handle requests to license their data for AI training. If that is ever on your radar, I have a plain-English guide I can share. No pitch beyond that. (Disclosure: I am a referral partner for a program in this area and may be paid if a referred deal qualifies and closes.)"

SCRIPT C · TEXT MESSAGE TO AN EXISTING CLIENT

"Hi [Name], it is [your name]. I came across something about companies licensing their records to AI developers and thought of [company]. Would you like a short guide? No pressure either way. (I am a referral partner for the program, so I may be paid if a deal ever closes.)"

BONUS 2 · CONTINUED**SCRIPT D · IN PERSON, AT A CLIENT REVIEW MEETING**

"Before we finish, one thing that is outside our usual work. I have been learning about AI data licensing, where AI developers license real business records under written terms, with personal information protected. Given the [records] you keep, it might be worth a look. I should say that I am a referral partner for a program that reviews this, so I may be paid if a deal closes. Whether your data qualifies, and what it might be worth, is something only a review can tell you. Would you like me to leave you the guide?"

SCRIPT E · FOLLOW-UP AFTER SENDING THE GUIDE

Subject: Any questions about the guide?

Hi [Name],

I wanted to check whether you had a chance to look at the guide I sent. If any part was unclear, particularly the sections on privacy or rights, I am happy to talk it through or put you in touch with the program directly.

If the timing is not right, that is completely fine and I will not follow up again.

[Your name]

SCRIPT F · ASKING A COLLEAGUE OR ADVISOR FOR A WARM INTRODUCTION

"Hi [Name], you work with a lot of [industry] companies with 20 to 50 or more staff. I am a referral partner for a program that reviews whether a company's records could be licensed for AI training. If you know an owner who might find a short guide useful, I would appreciate an introduction. I will be clear with them that I am a referral partner and that nothing is guaranteed."

SCRIPT G · CLOSING THE LOOP AFTER A "NOT NOW"

"Thanks for letting me know, [Name]. I appreciate the honest answer. I will leave it there. If anything changes, you know where to find me."

Remember: if a script ever mentions your own payment, use the exact wording: \$50,000+ per qualifying deal referred (or 6%), not a guarantee. Payment happens only if a referred deal qualifies and closes.

BONUS 3 · REFERENCE

INDUSTRIES WHOSE DATA AI BUYERS TEND TO VALUE

AI developers generally look for specialized, real-world, well-organized material that is hard to find on the public internet. The industries below often hold that kind of material. This is a guide to where to look, not a promise that any company or record will qualify.

INDUSTRY	KINDS OF DATA
Manufacturing	Work instructions, quality and inspection records, machine logs
Field services (HVAC, plumbing, electrical)	Job notes, service reports, photos of installations and repairs
Construction and contracting	Estimates, site reports, project photos, safety documents
Engineering firms	Technical reports, design notes, calculations and specifications
Legal services	Templates, procedures and research memos, with client details removed
Accounting and bookkeeping	Process guides, anonymized categorization records, client Q&A
Insurance agencies and brokers	Anonymized claims notes, policy explanations, customer questions
Healthcare practices	Clinical procedures and de-identified records, under health privacy rules
Dental and veterinary practices	De-identified case notes, imaging, treatment procedures
Real estate and property management	Listing descriptions, inspection reports, maintenance requests
Logistics and transportation	Route, dispatch and delivery records, incident reports
Automotive repair and dealerships	Repair orders, diagnostic notes, parts records
Customer support centers	Support tickets, chat transcripts, call notes

BONUS 3 · CONTINUED

INDUSTRY	KINDS OF DATA
Software and IT services	Help desk tickets, documentation, code and configuration notes
Education and training providers	Course material, lesson plans, assessments they own
Publishing and media	Articles, archives, edited text and images they own
Photography and video production	Original, well-described photos and footage
Marketing and advertising agencies	Campaign briefs, copy and creative they hold rights to
Financial advisory firms	Anonymized client questions, research notes, planning procedures
Agriculture	Field records, crop and equipment data, photos
Energy and utilities	Equipment logs, maintenance records, inspection photos
Retail and e-commerce	Product descriptions, catalogs, anonymized reviews and questions
Hospitality and restaurants	Recipes, operating procedures, anonymized guest feedback
Translation and language services	Translated documents and glossaries they hold rights to
Security and facilities management	Incident reports, patrol logs, site procedures

Keep in mind: industry alone does not decide anything. Rights, privacy, volume, quality and buyer demand all matter, and personal or sensitive information must be protected before anything is shared. Only a review by the program can say whether a particular company's data may be suitable.

BONUS 4 · FOR REFERRAL PARTNERS

30-DAY REFERRAL ACTION PLAN

A simple, steady plan for your first month. It focuses on learning, listing and starting a small number of good conversations. Quality matters far more than volume.

1

Week 1: Prepare

- ☐ Read this guide fully, including Part One for business owners
- ☐ Read your partner agreement and note the exact payment terms
- ☐ Write your disclosure sentence and keep it with your scripts
- ☐ Set up a simple tracker: name, company, date contacted, status

2

Week 2: Build your list

- ☐ List 15 to 25 companies you know with roughly 20 to 50 or more staff
- ☐ Mark which have been operating for several years
- ☐ Note the likely record types for each, using Bonus 3 as a guide
- ☐ Choose your 5 strongest relationships to start with

3

Week 3: Start conversations

- ☐ Contact your top 5 using the scripts in Chapter 10 or Bonus 2
- ☐ Offer the guide first, not a meeting
- ☐ Answer questions honestly and say so when you do not know
- ☐ Log every reply and every 'no thanks' in your tracker

4

Week 4: Follow up and introduce

- ☐ Send one polite follow-up to anyone who has not replied
- ☐ Make introductions to the program for owners who said yes
- ☐ Contact your next 5 companies
- ☐ Review what worked and adjust your approach for month two

Ground rules for every week

Always disclose that you are a referral partner. Never promise a price, an outcome or a payment to the company. When describing your own compensation, use the exact wording: **\$50,000+ per qualifying deal referred (or 6%), not a guarantee**. Payment happens only if a referred deal qualifies and closes.

BONUS 5 · FOR BUSINESS OWNERS

QUESTIONS TO ASK BEFORE SIGNING A DATA DEAL

Take this list to your meetings and to your lawyer. Tick each question once you have a clear, written answer. If an answer is vague, ask again before you sign.

SCOPE AND USE

- ☐ Exactly which data is included, and which is excluded?
- ☐ What may the buyer use it for, and what is forbidden?
- ☐ Can the buyer resell, sublicense or share it?
- ☐ Is the license exclusive or non-exclusive?
- ☐ How long does the license last, and can it be renewed?

PRIVACY AND SECURITY

- ☐ Who removes or masks personal information, and how?
- ☐ Is re-identification explicitly prohibited?
- ☐ How will the data be transferred, stored and protected?
- ☐ What happens if there is a breach?

PAYMENT AND TERMS

- ☐ How and when is payment made?
- ☐ Are there conditions or milestones before payment?
- ☐ Who pays for preparing and cleaning the data?
- ☐ Are there fees, deductions or commissions?

ENDING THE DEAL

- ☐ Can either side end the agreement early, and how?
- ☐ What happens to the data and any copies when it ends?
- ☐ Is data already used in a trained model treated differently?

RISK AND RESPONSIBILITY

- ☐ What promises are we making about the data?
- ☐ Who is liable if a claim arises?
- ☐ Which law governs the contract?
- ☐ Have our own legal, privacy and finance advisors reviewed it?

These questions are a starting point, not legal advice. Your own advisors may add others specific to your industry and location.

REFERENCE

PLAIN-ENGLISH GLOSSARY

AI model

Software that learns patterns from examples (its training data) and uses them to generate text, images or predictions.

Training data

The examples an AI model learns from, such as text, images, audio or structured records.

Dataset

An organized collection of data prepared for a specific purpose, such as training an AI model.

Large language model (LLM)

An AI model trained on large amounts of text to understand and generate language.

Token

A small piece of text processed by an AI model. Epoch AI uses a rule of thumb of about 0.8 words per token. ^[10]

Data licensing

A written agreement granting defined rights to use data for defined purposes, for a defined period, usually in exchange for payment.

Personal information (PII)

Information that identifies a person or could reasonably be linked to one.

Protected health information (PHI)

Health-related information protected under the U.S. HIPAA Privacy Rule when it identifies an individual. ^[12]

De-identification

Removing or altering identifiers so records no longer point to a specific person. ^[12]

Pseudonymization

Replacing identifiers with codes. Lowers risk but can be reversed by anyone holding the key.

Anonymization

Transforming data so individuals can no longer be identified by reasonably likely means. ^[13]

Re-identification

Linking de-identified data back to a specific person. Good agreements prohibit attempts to do this.

Data use agreement

A contract setting rules for how shared data may be used, stored and protected.

Shadow AI

Staff using AI tools without the organization's approval or oversight. ^[11]

Qualifying deal

A referred company that meets the program's criteria and reaches a closed licensing agreement, as defined in the partner agreement.

Referral partner

A person who introduces companies to the program under a written partner agreement.

REFERENCE

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TWO PATHS. ONE NEXT STEP.

BUSINESS OWNERS

SEE IF YOUR DATA QUALIFIES

aidatalicensingmoney.com/companies

REFERRAL PARTNERS

LEARN HOW REFERRING WORKS

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