

# API Data Dictionary



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## Venue

Name	Description	Data type	Size	Source	Notes
id	ID	integer		Auto	Legacy identifier that's only unique per region
uniqid	ID	string	16	Auto	Unique identifier
name	Name	string	255	User	
address1	Address line 1	string	50	User	
address2	Address line 2	string	50	User	
address3	Address line 3	string	50	User	
address4	Address line 4	string	50	User	
town	Address town	string	50	User	
telephone	Telephone number	string	255	User	
email	Email	string	255	User	
timezone	Timezone	string	40	User	
longitude	Longitude	float		Auto	
latitude	Latitude	float		Auto	
facebook_id	Facebook page ID	string	255	User	
facebook_access	Facebook login enabled	boolean		User	
twitter_id	Twitter acct ID	string	255	User	
twitter_access	Twitter login enabled	boolean		User	
linkedin_id	LinkedIn acct ID	string	255	User	
linkedin_access	LinkedIn login enabled	boolean		User	
google_id	Google acct ID	string	255	User	
google_access	Google login enabled	boolean		User	
instagram_id	Instagram acct ID	string	255	User	
instagram_access	Instagram login enabled	boolean		User	

Name	Description	Data type	Size	Source	Notes
weibo_id	Weibo acct ID	string	255	User	
weibo_access	Weibo login enabled	boolean		User	
vkontakte_id	VKontakte acct ID	string	255	User	
vkontakte_access	VKontakte login enabled	boolean		User	
last_polled	Date/time of latest hardware poll	datetime		Auto	Purple firmware only
created_date	Date/time of venue creation			Auto	
hardware	List of venue's APs/routers	array			See hardware table
users_online_now	Users online now	integer		Auto	Count of users currently online at this venue
users_online_24_hours	Users online last 24 hours	integer		Auto	Count of users online at this venue in the past 24 hours
status	Online status	string		Auto	Purple firmware only (for other vendors, will be 'online' or 'unknown' according to recency of use)
floors	List of venue's floors	array			See floors table

## Venue > Hardware

Name	Description	Data type	Size	Source	Notes
brand	Brand of AP/router	string	255	User	
name	Model name of AP/router	string	255	User	
mac	MAC address	string	17	User	Format: 00-00-00-00-00-00
last_polled	Last date/time the hardware polled	datetime	50	Auto	Purple firmware only

## Venue > Floor

Name	Description	Data type	Size	Source	Notes
id	ID	integer		Auto	
name	Floor name	string	255	User	
zones	List of zones (see Zone table)	array			

**Venue > Floor > Zone**

<b>Name</b>	<b>Description</b>	<b>Data type</b>	<b>Size</b>	<b>Source</b>	<b>Notes</b>
id	ID	integer		Auto	
name	Floor name	string	255	User	

## Visitor

Name	Description	Data type	Size	Source	Notes
id	ID	integer		Auto	
first_name	First name	string	255	User/Provider	
last_name	Last name	string	255	User/Provider	
gender	Gender	string	1	User	M/F/U
date_of_birth	Date of birth	date		User/Provider	
location	Location	string	255	Provider	
postcode	Postcode/Zip	string	50	User	
email	Email	string	255	User/Provider	
mobile	Non-validated mobile string	string	255	User	Non-validated, free input string from login form
mobile_validated	Validated mobile number		35	User	Validated from SMS auth if enabled, international format
first_seen	User's device first seen at this venue	datetime		Auto	
last_seen	User's device last seen at this venue	datetime		Auto	
mac	User's device MAC	string	17	Auto	
macs	Array of device MACs associated with user at this venue	array		Auto	
visits	Number of user visits at this venue	integer		Auto	



Name	Description	Data type	Size	Source	Notes
unsubscribed	Whether user unsubscribed from marketing for this company	boolean		Auto	Set by user clicking unsubscribe or opting out of marketing on login
unsubscribed_at	Date user unsubscribed from marketing for this company	datetime		Auto	Set by user clicking unsubscribe or opting out of marketing on login
source	User source	string	50	Auto	User data source, eg 'Facebook' or 'Form'
facebook_id	Facebook user ID	string	255	Auto	Only present if user logged in via Facebook
twitter_id	Twitter user ID	string	255	Auto	Only present if user logged in via Twitter
linkedin_id	LinkedIn user ID	string	255	Auto	Only present if user logged in via LinkedIn
google_id	Google user ID	string	255	Auto	Only present if user logged in via Google (legacy connection method)
instagram_id	Instagram user ID	string	255	Auto	Only present if user logged in via Instagram
weibo_id	Weibo user ID	string	255	Auto	Only present if user logged in via Weibo
vkontakte_id	VKontakte user ID	string	255	Auto	Only present if user logged in via VKontakte

Name	Description	Data type	Size	Source	Notes
facebook_likes	List of Facebook pages liked by user	array		Provider (Facebook)	See Facebook Like table
social_labels	Social label strings, aggregated from Facebook pages liked	array		Auto	Array of strings
form_data	Array of key/values for any custom data the user has entered	array		User	Array of key/value as strings

## Visitor > Facebook Like

Name	Description	Data type	Size	Source	Notes
source_id	Facebook page ID	string	255	Provider	
category	Facebook page category	string	255	Provider	
name	Facebook page name	string	255	Provider	
category_list	List of Facebook page categories	string	65535	Provider	JSON list of categories

## Visitor > Visit

Name	Description	Data type	Size	Source	Notes
mac	Device MAC used	string	17	Auto	Format: 00-00-00-00-00-00
login_datetime	Date/time of visit	string	255	Auto	
platform	Device type	string	255	Auto	
browser	Browser type	string	255	Auto	
user_agent_string	Browser's user agent string at time of login	string	65535	Auto	
post_asked	Whether the user was asked to make a social post	string	255		Legacy: functionality removed from platform
post_agreed	Whether the user agreed to make a social post	String	255		Legacy: functionality removed from platform

## Presence Visit

Name	Description	Data type	Size	Source	Notes
client_mac	Device MAC or Hashed device MAC	string	64	Auto	MACs that have never authenticated to a company's WiFi are hashed. MACs are hashed consistently per company - a hash will be consistent for the MAC at the same company, but will differ at another company
start	Start of visit	datetime		Auto	
end	End of visit	datetime		Auto	
duration	Length of session in seconds	integer		Auto	
rssi_min	Minimum RSSI value seen on session	integer		Auto	RSSI ranges may differ from vendor to vendor
rssi_max	Maximum RSSI value seen on session	integer		Auto	RSSI ranges may differ from AP vendor to vendor
vendor	Vendor/brand	string	255	Auto	Generated from MAC address owner
gender	User gender	string	1	User	M/F/U. Only present for recognised devices
age	User age	integer		User	Only present for recognised devices

Name	Description	Data type	Size	Source	Notes
user_id	User ID	integer		Auto	Foreign key to Visitor (see Visitor table). Only present for recognised devices where visitor has visited this venue
first_name	User first name	string	255	User/Provider	Only present for recognised devices where visitor has visited this venue
last_name	User last name	string	255	User/Provider	Only present for recognised devices where visitor has visited this venue
date_of_birth	User date of birth	datetime		User/Provider	Only present for recognised devices where visitor has visited this venue
location	User location	string	255	Provider	Only present for recognised devices where visitor has visited this venue
email	User email	string	255	User/Provider	Only present for recognised devices where visitor has visited this venue

Name	Description	Data type	Size	Source	Notes
mobile	User non-validated mobile string	string	255	User	Non-validated, free input string from login form. Only present for recognised devices where visitor has visited this venue
mobile_validated	User validated mobile number		35	User	Validated from SMS auth if enabled, international format. Only present for recognised devices where visitor has visited this venue
first_seen	User's device first seen	datetime		Auto	Only present for recognised devices where visitor has visited this venue
last_seen	User's device last seen	datetime		Auto	Only present for recognised devices where visitor has visited this venue
mac	User's device MAC	string	17	Auto	Only present for recognised devices where visitor has visited this venue
visits	User visits at this venue	integer		Auto	Only present for recognised devices where visitor has visited this venue

Name	Description	Data type	Size	Source	Notes
source	User source	string	50	Auto	Only present for recognised devices where visitor has visited this venue
facebook_id	User's Facebook user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue
twitter_id	User's Twitter user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue
linkedin_id	User's LinkedIn user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue
google_id	User's Google user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue
instagram_id	User's Instagram user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue
weibo_id	User's Weibo user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue



Name	Description	Data type	Size	Source	Notes
vkontakte_id	User's VKontakte user ID	string	255	Auto	Only present for recognised devices where visitor has visited this venue

## Positioning &gt; Zones

Name	Description	Data type	Size	Source	Notes
id	Zone ID	integer		Auto	Foreign Key to Venue Zone - see Zones table
name	Zone name	string	255	Auto	
start	Device first seen in zone	datetime		Auto	
end	Device last seen in zone	datetime		Auto	
duration	Time in seconds between start and end	integer		Auto	

## Positioning > Pings

Name	Description	Data type	Size	Source	Notes
x		float		Auto	
y		float		Auto	
seen	Date/time of ping	datetime		Auto	

## Positioning &gt; Data

Name	Description	Data type	Size	Source	Notes
mac	Device MAC or Hashed device MAC	string	64	Auto	MACs that have never authenticated to a company's WiFi are hashed. MACs are hashed consistently per company - a hash will be consistent for the MAC at the same company, but will differ at another company
start	Start of visit	datetime		Auto	
end	End of visit	datetime		Auto	
vendor	Vendor/brand	string	255	Auto	Generated from MAC address owner
gender	User gender	string	1	User/Provider	M/F/U. Only present for recognised devices
age	User age	integer		User/Provider	Only present for recognised devices
user	User ID	integer		User/Provider	Foreign key to Visitor (see Visitor table). Only present for recognised devices where visitor has visited this venue

Name	Description	Data type	Size	Source	Notes
name	User full name	string	255	User/Provider	Only present for recognised devices where visitor has visited this venue
networks	Sources this device has connected via	string	255	User/Provider	eg 'Facebook' or 'Form'. Only present for recognised devices where visitor has visited this venue
visits	Number of visits this device has had at this venue	integer		User/Provider	Only present for recognised devices where visitor has visited this venue

## Unsubscribes

Name	Description	Data type	Size	Source	Notes
email	Email address	string	255	User	
source	Source of unsubscribe	string	255	Auto	
date_created	Date/time of unsubscribe	datetime		Auto	

## MicroSurveys

Name	Description	Data type	Size	Source	Notes
id	Microsurvey ID	string	255	Auto	Legacy identifier that's only unique per region
uniqid	Microsurvey unique ID	string	16		Unique identifier
name	Name of MicroSurvey	string	255	Auto	
created_at	Date/time of MicroSurvey creation	datetime		Auto	

## MicroSurvey > Responses

Name	Description	Data type	Size	Source	Notes
venue	Foreign Key to Venue.id (see Venue table)	integer		Auto	
user	Foreign Key to User.id (see User table)	integer		Auto	
answers	Array of answers (see Response > Answers table)	array			



## MicroSurvey > Responses > Answers

Name	Description	Data type	Size	Source	Notes
question	Question text	string	65535	Auto	
user	Answer text	string	65535	User	
type	Question input type (eg 'textbox')	string	255	Auto	
questionNumber	Question number	integer		Auto	