

Free guide for owners, operators and founders of closed companies

2026 edition

The 2026 Seller's Guide to Licensing Company Data to AI

Published program figures, scope and rights checks, buyer comparisons and the questions to resolve before signing.
Sources and fictional examples clearly identified.

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QuoteMyData is an independent advisor that helps companies assess their operational data, approach relevant licensing programs and compare available offers. Free for companies; any buyer-paid fee is disclosed before an introduction.

Figures are buyer-published ranges or labelled press reports, with individual source dates. They are not offers or typical payouts. This guide is general information, not legal advice.

What company data is worth in 2026

Published program figures describe opportunities, not a price for your archive. The useful comparison is an offer for a defined set of records and rights, after exclusions and preparation costs. Start with the sources below, then ask what a buyer would actually accept.

Published buyer ranges

Buyer	Range	Status	Payment
micro1	\$100K to \$2M+	Published by buyer	Within 30 days of data approval, per micro1.
Scale AI	\$10K to \$1M+	Published by buyer	Not published. Ask during scoping.
Handshake AI	\$100K to \$4M+	Published by buyer	Not published. Ask during scoping.
Polyshares	\$100K to \$2M	Published by buyer	Net 30 to 60 days, per Polyshares.
Endless Data	Up to \$4M	Published by buyer	Not published. Ask during scoping.
Labelbox Prism	\$50K to \$1M+	Published by buyer	Not published. Ask during scoping.
SimpleClosure AssetHub	\$10K to \$100K	Reported	Not published.
SourceX	Up to \$4M	Published by buyer	Company license payment; timing and acceptance conditions must be agreed in the contract.
Mode / BizBuyData	\$100K to \$5M	Published by buyer	Payment schedule is defined in the written agreement.

Reported deals and bids

What	Value	Source
Reported amount data labeling startups were paying HVAC companies for their data.	~\$150K	The Information

What	Value	Source
Reported bid for Spirit Airlines employee data in its bankruptcy, after earlier bids of \$10M and \$7.5M; unresolved as of September 2026.	\$12.5M	CSO Online
Reported size of roughly 100 shut-down startup data deals through SimpleClosure AssetHub.	\$10K to \$100K	Fast Company

What drives the price?

- Depth and continuity: describe the years with usable context, gaps and outcomes. More years alone do not establish a higher price.
- Connected systems: show how a discussion links to a task and its outcome. Extra systems help only if the buyer can use the additional context.
- Headcount and active users: more people produce more varied, realistic interactions.
- Language: measure the original language mix and ask the buyer to confirm fit. Do not infer eligibility from headquarters or translate records just to meet a threshold.
- Preparation: identify exclusions, missing records and review work before comparing gross payment with your costs.

How much more is an exclusive license worth?

There is no verified universal exclusivity multiplier. Ask for exclusive and non-exclusive proposals against the same records, term and permitted uses. Compare the added payment with the rights you give up. [Prism](#), for example, describes exclusivity as its default; that is a contract feature to evaluate, not a predictable price premium.

How long until you are paid?

Payment timing starts from different milestones. [micro1](#) states payment within 30 days of acceptance; [Mercor](#) describes payment on delivery, typically two to four weeks after signing depending on processing; [Polyshares](#) states net 30 to 60 after approval, sharing and anonymization. Confirm the acceptance deadline as well as the payment window.

Before you ask for quotes

- ✓ Count full-time employees and active users per system
- ✓ Note the start date of each system's history
- ✓ List what must be excluded (clients, NDAs, HR, health, privileged)
- ✓ Identify who can sign: an officer with authority over company data

What qualifies, and what never does

Start with permitted records that explain how a team worked, decided and checked the result. Historical coverage and connected context help a buyer assess fit; neither guarantees a price.

Data type	Why buyers want it	Keep out
Slack and Teams history	AI agents are being trained to work inside companies. Chat history shows how real teams coordinate, hand off work, escalate problems and make decisions, which is hard to fake with synthetic data.	Direct messages outside a separately approved rights and privacy review; Channels shared with clients; HR, legal and medical discussions
Business email	Email shows multi-step business processes end to end: quotes, approvals, follow-ups and negotiations. That structure is valuable for training agents that act on a user's behalf.	Client communications covered by confidentiality; Anything under NDA; Personal accounts and personal topics
Support tickets	Internal ticket notes can connect a problem to diagnostic reasoning, escalation and an outcome. Check whether a closed status represents a verified resolution, a proposed fix or an administrative closure before describing it as a problem-solution pair.	Payment details and identity documents; Regulated data such as health records; Tickets from customers whose contracts forbid reuse
Docs, wikis and SOPs	Procedures paired with the conversations and tickets where they were applied let buyers build realistic environments where an agent must follow policy.	Client deliverables; Licensed third-party content; Trade secrets you want to keep
Project management history	Task histories show how goals turn into work, how estimates slip and how teams recover. That is what long-horizon agents need to learn.	Client project boards under confidentiality; Personnel and performance tasks
CRM activity	Sales and account management are major targets for AI agents. Real activity history shows how deals actually progress.	Contact personal data before de-identification; Purchased lists with restrictive terms

Never include

- ✗ Client or customer files and anything produced for clients
- ✗ HR, payroll and performance records
- ✗ Health data (PHI)
- ✗ Privileged legal material
- ✗ Union and collective-bargaining communications
- ✗ Data received from third parties under NDA
- ✗ Data from tools whose terms forbid AI training use, such as Slack API data

Is it legal to license company data?

A company can explore a license only after establishing the rights and conditions for the proposed use. Ownership, contracts, tool terms, privacy obligations and approval authority are separate checks. Removing names or obtaining an officer's signature does not settle them all.

Is it legal to sell my company's internal communications for AI training?

Start by identifying the record owner, the people represented, the promises made when the records were collected and the intended recipients and uses. The review concerns a specific transfer, not whether company data is generally sellable.

“Holding data does not mean a company may sell it.”

Frankfurt Kurnit Klein & Selz, “Selling Company Data for AI Training: What to Know Before You Say Yes”

FKKS lists the main traps: third-party NDAs often cover the data, Slack's API terms prohibit using API data to train large language models, selling can waive privilege and trade-secret status, and a transfer can be a “sale” under the CCPA unless the data meets the statutory de-identification standard.

Does selling company data count as a “sale” under the CCPA?

It can. If the data includes personal information about California residents, including employees, a transfer for value can be a sale unless the data is de-identified as the statute defines it. California's employee-data exemptions have expired (Richt). Read the [California Attorney General's CCPA overview](#) and the [California Privacy Protection Agency FAQ](#).

Do I need employee consent to sell company Slack data?

There is no single answer, but notice matters. The FTC treats quietly changing privacy promises as potentially deceptive (FTC, “[AI companies: uphold your privacy and confidentiality commitments](#)”). Employee discussion of pay and working conditions may be protected under the NLRA, so HR, payroll, health and union data should stay out (FKKS).

For European personal data, assess the applicable lawful basis, purpose, transparency and transfer obligations; a commercial contract does not settle them by itself. Check current state-specific AI transparency requirements separately (Richt).

Can I sell Slack data if Slack's API terms forbid AI training?

Slack's [API terms](#) restrict using data accessed through the API to train LLMs. Ask every buyer which export route it uses (for example an admin workspace export versus an API connector) and have counsel confirm it is permitted for your plan. See also Slack's [privacy principles](#).

What data should never be included?

Never include

- | | |
|--|--|
| ✗ Client or customer files and anything produced for clients | ✗ Privileged legal material |
| ✗ HR, payroll and performance records | ✗ Union and collective-bargaining communications |
| ✗ Health data (PHI) | ✗ Data received from third parties under NDA |
| | ✗ Data from tools whose terms forbid AI training use |

This guide is general information, not legal advice. Have your own counsel review any license before you sign.

Worked example: a 40-person agency (fictional)

Bramble Studio, a fictional US agency, wants to license 5 years of Slack and Asana. Half its channels are shared with clients and several clients signed NDAs covering project material.

The proposed scope is limited to internal operations. Shared client channels and NDA-covered boards are excluded. Its reviewers check the actual Slack agreement and collection route, the original privacy promises and any employee requirements. An admin export or revised notice is not treated as a workaround. Only a permitted scope proceeds for officer approval.

When not to do it

- Do not treat a revised notice as permission to override promises made when the data was collected. Resolve the proposed use with the appropriate reviewers before proceeding.
- Do not include data from regulated activities (health, legal, tax preparation) without specialist advice.

The buyers, side by side

Independent, reported terms for the main programs licensing company data. QuoteMyData is not affiliated with any of them; names are trademarks of their owners.

Buyer	Buys	Eligibility	Range	Exclusivity
micro1 Direct buyer	SOPs and internal docs, Communications and tickets, CRM, engineering, finance and legal records, Agent trajectories	Operating companies with 30+ employees; English-language data, US and Western markets; Shut-down companies accepted from 10+ countries	\$100K to \$2M+	Not published. Ask during scoping.
Scale AI Direct buyer	Slack or Teams, email and calendar, Google Drive, Jira and Confluence, Salesforce, Workday and Zendesk records, Data warehouse tables	Companies with 40+ employees preferred as a starting point; Assessed case by case	\$10K to \$1M+	Not published. Ask during scoping.
Mercor Direct buyer	Data from 100+ connected workplace tools, Communications, tickets and documents	No public minimum size; Clear right to license the data	Not published	Not published. Ask during scoping.
Handshake AI Direct buyer	Institutional knowledge, Workflows and operating documentation, De-identified communications	20+ full-time employees; 3+ years in operation	\$100K to \$4M+	Not published. Ask during scoping.
Polyshares Direct buyer	Slack and email, CRM and tickets, ERP records, Call recordings	Depth of history matters more than headcount, per Polyshares	\$100K to \$2M	Not published. Ask during scoping.
Endless Data Aggregator	Quotes and tickets, SOPs, Handover notes	Operational records the company owns	Up to \$4M	Non-exclusive.
Labelbox Prism Licensing platform	Salesforce records, Jira and ServiceNow, SAP and other enterprise systems	Companies with substantial enterprise system data	\$50K to \$1M+	Factored into price.
SimpleClosure AssetHub Shutdown marketplace	Slack and email archives, Code repositories, Other digital assets of closed companies	Startups that are shutting down or have shut down	\$10K to \$100K	Ask during scoping.

Buyer	Buys	Eligibility	Range	Exclusivity
SourceX Company data buyer	Support conversations, CRM, engineering records, documents and workflow histories; also commissioned task recordings.	50+ full-time employees at peak, several years of operations and authority to license the records. Contractors do not count toward the published headcount.; Latin America appears on the eligible-region list. Outside the US, Canada and EU, the homepage says 70% English while the referral site says 90%.	Up to \$4M	Not verified. Confirm in the written agreement.
Sell My Company Data Broker or marketplace	Company chat, CRM, support, accounting, project and document histories; other datasets can be assessed separately.	The standard estimator is designed around 20+ staff and 3+ years. Smaller businesses can request manual review.; The estimator includes non-US companies. Its regional multipliers are calculator assumptions, not observed market prices or confirmed country eligibility.	Not published	Not verified. Confirm in the written agreement.
LicenseData.io Broker or marketplace	Company operating records, subject to buyer demand, data quality and rights review.	Eligibility is assessed through an inquiry; published minimum company size was not verified.; Supplier-country and language requirements are not published in the reviewed material.	Not published	Not verified. Confirm in the written agreement.
Mode / BizBuyData Company data buyer	Email, calendar, documents, chat, calls, CRM, billing and operating records.	Businesses and nonprofits with company-owned operating history; records and volume are reviewed before an offer.; The current form includes US, Canada / UK / Australia, EU and Other. Mode says non-US companies are reviewed case by case.	\$100K to \$5M	Defined in the written agreement.
Sunset Broker or marketplace	Data and intellectual property from companies considering or completing a shutdown.	Authority to dispose of the relevant company assets and a suitable archive.; Supplier-country and language eligibility require confirmation through the current valuation route.	Not published	Not verified. Confirm in the written agreement.

Mercor: In April 2026 Mercor confirmed it was one of thousands of companies affected by a supply-chain attack involving the open-source LiteLLM library. Meta paused its work with Mercor, and at least seven class actions followed; Mercor disputes the claims, according to WIRED, Business Insider and the Wall Street Journal.

How a data deal works

A potential deal moves through scope review, an offer, a license, preparation, acceptance and payment. The order and timing depend on the buyer and the records. Agree on responsibilities and acceptance deadlines before estimating when money might arrive.

1 Your systems

Describe how work is recorded across chat, tickets, documents and project history. Start with an inventory, not an export.

2 Scope and exclusions

Separate company-owned workflows from restricted records. Check contracts, tool terms and privacy obligations before approving a sample.

3 Data preparation

Agree who removes or transforms identifiers, where the work happens and how the remaining identification risk is reviewed.

4 Buyer fit

Confirm current size, language, geographic and data requirements. You approve any introduction; the buyer decides whether to make an offer.

5 Offer comparison

Compare the same records and rights. Price, exclusivity, acceptance conditions and preparation costs all affect the decision.

6 Contract and payment

Set permitted uses, recipients, delivery milestones, review deadlines, payment and retention obligations in the signed agreement.

What are the steps to license company data to AI labs?

Stage	What happens	Decision to record
Scoping	Buyer reviews systems, size and history	Which records and rights are being evaluated?
Offer	Buyer proposes price and terms	What conditions attach to this price?
Agreement	License, consent and data terms signed	Who may sign, and which approvals are needed?

Stage	What happens	Decision to record
Extraction	Data exported through a secure, approved route	Which method and access permissions are authorized?
De-identification and approval	Buyer cleans and accepts the data	What is the acceptance deadline and rejection process?
Payment	Payment follows the trigger specified in the agreement	Which milestone starts the payment clock?

Is it a license or a sale?

A license grants specified use rights; an asset sale can transfer ownership. Read the agreement rather than relying on the marketing label. Define exclusivity by records, purpose, geography and duration, and check whether any retained licensing rights remain usable.

What is in a data licensing agreement?

- Scope: systems, date ranges and explicit exclusions
- Permitted use and any restrictions on resale or relicensing
- Exclusivity and term
- De-identification standard and who performs it, and where
- Approval criteria and window, then payment timing
- Security commitments, incident notice and deletion of raw data

Who de-identifies the data?

Usually the buyer. Scale AI says it removes identities inside the seller's environment; micro1 says it removes or transforms PII itself; Mercor says it de-identifies automatically with seller approval; Polyshares strips identifiers before transfer. Ask to review a sample either way.

Security questions to ask every buyer

Assess the actual access requested, the preparation process and the consequences if records are exposed or reused beyond the agreed purpose. A scoped export can reduce access, but security controls and contractual promises do not eliminate every risk.

Read-only export or live tool access?

A one-time, scoped, read-only export limits what a buyer can see. Connector access depends on its permissions and lifetime; check both rather than assuming access is limited to a one-time export. Prefer exports where possible, and if you connect tools, scope permissions narrowly and revoke them after delivery.

Who de-identifies the data, and where?

Some buyers de-identify inside your environment before anything leaves (Scale AI says it does), others after transfer. De-identification inside your environment is the stronger position. NIST's [SP 800-188](#) is a useful reference for de-identification methods.

What happened in the Mercor security incident?

In April 2026 Mercor confirmed it was one of thousands of companies affected by a supply-chain attack involving the open-source LiteLLM library ([Business Insider](#)). Meta paused its work with Mercor ([WIRED](#)) and at least seven class actions followed, which Mercor disputes ([WSJ](#)). The lesson for sellers: ask about dependency and vendor security, not only the buyer's own systems.

What should you ask every buyer?

Buyer security questions

- ✓ Is data encrypted in transit and at rest?
- ✓ Where is raw data stored, in which region, and for how long?
- ✓ Who can access raw, identified data?
- ✓ What de-identification method is used, and can we review a sample?
- ✓ Which attestations do you hold (for example SOC 2 Type II), who audited you and for which period?
- ✓ How fast will you notify us of an incident?
- ✓ Will you delete raw data after de-identification and certify it?
- ✓ Can our data be resold or relicensed?

Worked example: setting up a safe transfer (fictional)

Tallowmere Billing, a fictional 120-person SaaS company, refuses a live Zendesk connector and instead provides a scoped, read-only export of 2016 to 2025 tickets with payment fields removed.

The buyer de-identifies inside a workspace Tallowmere controls, Tallowmere reviews 200 sample tickets, and the contract requires deletion of the raw export within 30 days of acceptance, with a signed certificate.

When not to do it

- Do not grant ongoing admin access to production tools for a one-time license.
- Do not rely on a security badge on a website; ask for the report, the auditor and the period.

Broker or direct?

Go direct if your team can research programs, manage scoping and evaluate the contract. An advisor can help organize those steps and seek alternatives. Compare its actual services, fees, conflicts and access to buyers; neither route guarantees an offer.

What does a data broker or advisor actually add?

- Research and outreach to more than one potentially relevant program, with no guarantee of multiple bids.
- Fit: knowing which buyers accept your size, language and region before you spend time with them.
- Scope: an exclusion checklist so client, HR, privileged and NDA material stays out.
- Negotiation: exclusivity pricing, approval windows, payment timing and deletion of raw data.

How are brokers paid?

Fee models differ: an intermediary may charge the seller, receive a buyer-paid referral fee or earn a margin on a separate license. Some buyer programs require referrers to disclose that relationship clearly (for example [micro1's referral terms](#)). We disclose ours on every page: buyers may pay QuoteMyData when a deal closes, and it is paid by the buyer, not deducted from your payment. Ask any broker how it is paid and by whom.

Seller-paid or buyer-paid: which broker model is better?

There are two honest models. A seller-paid broker charges your company under its engagement agreement; ask whether it also receives any buyer-side compensation. A buyer-paid advisor, like QuoteMyData, is free to you because buyers pay a referral fee when a deal closes.

	Seller-paid broker	Buyer-paid advisor (QuoteMyData)
Who pays	You, from the deal proceeds	The buyer, on top of your offer
Cost to you	A share of your payout	Nothing
Possible conflict	A closing incentive can favor a deal over declining	Fees differ by buyer: could favour one buyer
How we handle it	Not applicable	We show offers from more than one buyer where possible, disclose applicable buyer-paid fees before introductions, and tell you when going direct is better

We only refer a company with its written consent. If you prefer an agent paid by you, that is a reasonable choice; ask for the fee in writing and how it is calculated.

When should you go direct?

- You already have an offer you are happy with and only need legal review.
- Your company clearly fits one buyer's published criteria and you do not want to talk to others.
- You have in-house counsel and time to run the scoping yourself.

What should you ask a broker before you sign up?

Questions for any broker

- ✓ Which buyers will you approach, and why those?
- ✓ How are you paid, by whom, and does it differ by buyer?
- ✓ Will you share every offer you receive?
- ✓ Do you ever present yourself as a buyer's employee or agent? (You should not.)
- ✓ What do you need from us, and what do you never need?

Worked example: two paths for the same company (fictional)

Ridgeline Logistics, a fictional 90-person 3PL, receives an unsolicited offer from one buyer. Going direct, it negotiates one price with one counterparty and signs in about six weeks.

Through an advisor, the same profile goes to three buyers that accept its size and data. Two respond; one offers a non-exclusive license on better payment terms. Ridgeline keeps the option to license elsewhere, pays no fee, and the advisor discloses which buyer would pay it.

When not to do it

- Skip any broker that will not tell you how it is paid, asks for your raw data before a buyer is chosen, or claims to work for a buyer.

Sources

Sources

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Guide revised October 31, 2026. See individual buyer profiles for verification dates; older reporting remains dated to its original period.

Explore your company's licensing options.

Start with an inventory and a planning estimate. With your permission, we can approach relevant programs and help compare any offers. Free for your company.

Start your estimate at quotemydata.com/quote

Questions: hello@quotemydata.com

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