

# Connect your customer data from AWS S3 to Retina

Amazon Web Services (AWS) S3 is a cloud storage service that provides affordable and secure data storage.

You can use AWS S3 to securely and efficiently exchange data with Retina.

S3 buckets can include sub-folders / path prefixes to enable two-way data transfer and multiple data sets. You can configure S3 in one of two ways:

Client-owned S3 bucket with permissions granted to Retina	Retina-owned S3 with permissions granted to client
<ul style="list-style-type: none"><li>• The client retains the most control and security over their S3 bucket</li><li>• If you are already using S3 in your data platform, this approach is the most straightforward</li></ul>	<ul style="list-style-type: none"><li>• For clients who want a simpler setup, where the logging and security is handled by Retina</li></ul>

S3 works with data files in many common data formats:

- **CSV**
  - Pros: Common format for importing and exporting tabular data in business intelligence platforms and Microsoft Excel
  - Cons: No built-in data validation or schema enforcement; more difficult to use to handle large data sets
- **Apache Parquet**
- **Apache Orc**
- **JSON**

More information about AWS Cross-Account Permissions is available [here](#).

Schedule a call to learn more about how Retina connects with AWS S3 and how you can optimize your business strategies with real-time customer lifetime value metrics.

Contact Us to Learn More

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