All file information, including copyright information, is stored as [metadata](). Whenever you copy, email, or publish your asset all the file information travels along with the file. [Ownership of an asset]() and the rights to use it are also included in the metadata.

# What is Metadata?

*Metadata is itemized information about an asset's unique content. The safest place to backup your data is in Metadata; it's also the best way of exchanging data with content editors or web-services.*

Daminion automatically synchronizes database information with [EXIF](), [IPTC](), XMP, MWG, as well as format-specific metadata in a wide range of other media files including PDF and Camera RAW formats.

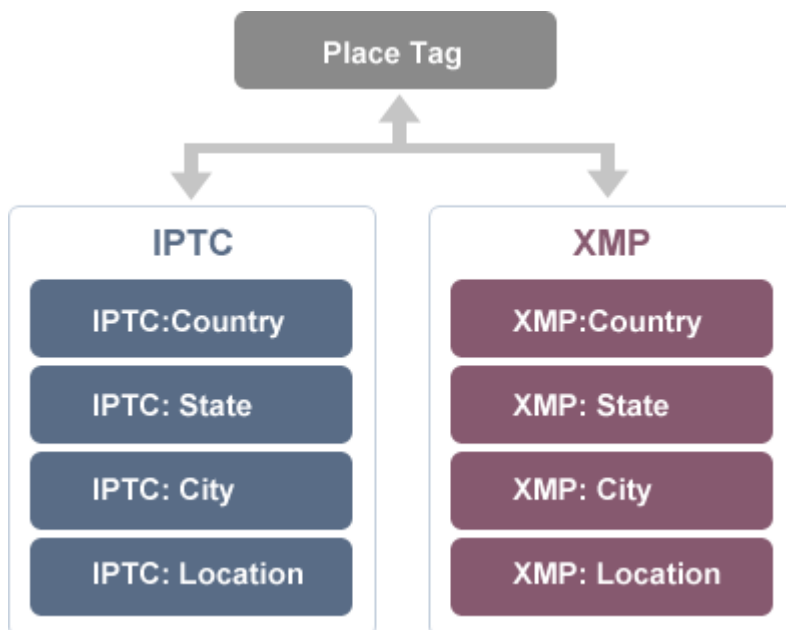Daminion stores all [asset information in tags]().

## Examples of tags are:

- Author
- Keywords
- File size
- Media format
- People
- Place
- etc.

# Mapping Tags to Metadata

Each tag is mapped into a set of metadata. For example, the *Place Tag* is mapped into eight metadata fields:

- IPTC:Country, IPTC: State, IPTC:City, IPTC:Location
- XMP:Country, XMP: State, XMP:City, XMP:Location

Any changes to the Place Tag are reflected in the metadata. During import, the Place Tag will be filled out from information extracted from the IPTC/XMP.

## Why should I care about Metadata?

- Having your [digital assets](#) completely described and saved with metadata information will mean less time hunting and more time working on your current projects.
- Metadata prevents the loss of information should your DAM database be damaged. Daminion supports the reading/writing of metadata from EXIF/IPTC/XMP and format-specific metadata in numerous media formats like PDF or Camera RAW.
- Metadata is the best way to integrate your application with third-party systems such as content-creation or web-publishing tools. Metadata is a language Daminion can use to interact with any XMP-supported tools like Adobe Photoshop and InDesign.