

Protecting your data



Turning privacy issues into customer loyalty

Successful companies invest time and money in understanding, complying with and controlling privacy and security rules and regulations. Companies that fail to pay attention to privacy legislation may face large fines, negative publicity and loss of customers. At the very least, repairing relationships or re-establishing brand image is costly.

Both focus and experience are needed to keep up with privacy legislation and understand compliance requirements. Acxiom is an industry leader in assisting our clients with their privacy and security solutions. Acxiom is a global thought leader in addressing consumer privacy issues, earning the public trust, and providing products and industry expertise to help clients navigate through the ever-changing privacy challenges. Accordingly, Acxiom is increasingly engaged in the global discussion on data protection and information policy.

Consumer preference challenges

With the widespread use of the Internet and other forms of electronic data collection, capture and use of personal information are more sensitive issues than ever before. People have strong opinions about how, why, when and how often they are contacted by companies. Legislators work hard to respond to their constituents' demands.

At the same time, consumers' demand for recognition is also increasing. Consumers expect their favorite websites to recognize them each time they return, simplifying their online experience and providing them with pertinent offers. They expect that once they give their contact information to a preferred website, that website can easily retain and access that information for better service to the consumer providing the information. Successful companies must balance regulatory compliance and their customers' sensitivity to privacy, with the company's desire to provide the right product to the right person at the right time. Without the appropriate infrastructure in place, maintaining this balance can be a very risky endeavor.

Successful companies are learning that Customer Data Integration (CDI), coupled with a strong privacy strategy, can turn privacy issues into customer loyalty.

Recognize The first challenge in responding to privacy preferences is to consistently recognize consumers across enterprise lines of business and channels. Whether consumer information is from a campaign-response file or a real-time web query, Acxiom's proprietary linking technology AbiliTec® can recognize consumers even when an individual changes his or her name and/or address, or has been associated with incorrectly entered data.

Memberships and involvements

- International Association of Privacy Professionals
- Direct Marketing Association member (U.S.)
- European Union Safe Harbor Committee
- U.S. Council of International Business (Asia-Pacific Economic Cooperation Policy)
- Center for Information Policy Leadership at Hunton & Williams (executive committee)
- Coalition for Sensible Public Record Access
- Coalition for E-Commerce and Privacy
- The Information Policy Institute (executive committee)
- Consumer Privacy Legislative Forum

Global involvement

- Center for Information Policy Leadership
- U.S. Council of International Business (Asia-Pacific Economic Cooperation Policy)
- Direct Marketing Associations (in each country)
- Coalition for E-Commerce and Privacy

Understand After linking enterprise-wide interactions for a given consumer, the next challenge is to understand the consumer's contact preferences. If there is no record of contact preference, it is wise for companies to check public sources before soliciting to a consumer, rather than taking the chance of contacting the consumer using a method that the consumer considers undesirable. Applying do not call, do not mail, or do not e-mail suppression lists as well as other highly sensitive suppression records, such as deceased suppression data to customer records can assist in alleviating most consumer privacy concerns. Acxiom's CDI processes utilize the Direct Marketing Association's mail, phone, and e-mail suppression files, as well as states' attorney general and *FTC do not call files, to augment consumer-preference information.

*Registration with the Federal Trade Commission/Federal Communications Commission is required in order to receive the FTC Do Not Call File.

Act The final challenge is being able to take consistent action across lines of business and respond as changes occur. A contact preference discovered during an interaction with one brand or line of business may need to be shared and respected across the entire enterprise. If a consumer has ever asked the company not to mail, call or e-mail that

consumer, the consumer undoubtedly does not want to be contacted, regardless of the product line.

Access Lines of business must be able to access preference data for many purposes, including channel management, marketing optimization and analytics. Whether the need is for batch analytics or real-time decisioning, Acxiom's CDI capabilities can help companies integrate, enhance and deliver preference data quickly and accurately.

Protecting client data

Acxiom is one of the nation's leading information management companies, managing databases on behalf of 12 of the top 15 credit card issuers, seven of the top 10 retail banks and seven of the top 10 retailers. As a result, Acxiom has developed industry-leading security procedures and expertise.

Security falls into two major categories at Acxiom: facility physical security and data security. Facility physical security includes, among other things, fences, cameras, and security guards, along with controlled access to our data centers.

Data security is tightly guarded and protected. Acxiom requires encryption of sensitive personal information before any such information is transmitted over a public network or on physical media. In addition, Acxiom maintains an information security program with

administrative, technical and physical safeguards in place to ensure the confidentiality and security of the data.

Client-directed risk assessments and audits are a common occurrence at Acxiom, and we consistently pass the most rigorous client and third-party security audits. Acxiom also conducts internal assessments as part of the corporate Quality Assurance Process (QAP) program. Each month, various projects from across our company are randomly selected for QAP audits and, when necessary, recommendations for improvements are made.

Privacy leadership

Acxiom's privacy leadership is known throughout the industry. In 1991, we named our first chief privacy officer (CPO) in the U.S., becoming the first data services provider to do so. Starting in 1998 we appointed CPOs for each country where we do business and most recently, in 2005, we named an overall officer to oversee the European Union and Asia Pacific regions. In addition, we have a staff of privacy specialists focused on the major economic regions of the world to help our clients deal with the confusing issues involved in global privacy.

Whether providing secure data environments or delivering privacy and contact preference solutions, our commitment to privacy leadership is "priority one" at Acxiom.

Find out what Acxiom can do for you.
For more information, visit our website at
www.acxiom.com or call:

1.888.3ACXIOM



Acxiom's view on privacy Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We build great relationships with our clients and help them build great relationships with their customers by turning compliance challenges into opportunity. Acxiom fosters trust-based relationships by delivering customer and information management solutions that facilitate privacy compliance and preference management. Acxiom was the first company in the data services industry to appoint a chief privacy officer to advance policies and oversee compliance. Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best practices. We continually educate consumers, our clients and Acxiom associates about proper privacy policies and conduct.

Acxiom is a member of the Direct Marketing Association, and we support the Center for Information Policy Leadership and the Information Policy Institute. Acxiom endorses the privacy standards of these organizations.