

The background of the slide is a grayscale photograph of a microscope, showing various components like the eyepiece, objective lenses, and the base. The image is slightly blurred and has a dark, moody atmosphere.

UNDERSTANDING ACXIOM'S MARKETING PRODUCTS



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Acxiom respects the privacy of individuals and believes they should understand how data about them is collected and used in our marketing products and have the right to opt out of those uses. This brochure is intended to help you understand where our data comes from, who uses our data, the choices you have about its use and what kind of data is in Acxiom's marketing products.

Acxiom's full U.S. products privacy policy can be found on our website at www.acxiom.com/usproductsprivacypolicy.

WHERE DOES ACXIOM'S MARKETING DATA COME FROM?

The data in Acxiom's marketing products comes from three different types of sources: 1) government records, public records and publicly available data, 2) self-reported data, and 3) data from other commercial entities where consumers have been provided notice of how their data will be used, and offered a choice about whether or not to allow those uses. The data includes public record and publicly available data from such sources as telephone directories, website directories and postings, real property recorder and assessor files, and government licenses. Data from other providers includes demographic data, surveys and questionnaires, and summarized or aggregated purchase data.

WHO USES ACXIOM'S MARKETING DATA?

Acxiom's marketing products are used by qualified companies, non-profits and political organizations in their multichannel marketing, fundraising, customer and constituent service and outreach programs. Our clients use our marketing products to provide customers and prospects with more relevant advertising, better service, improved offerings and special promotions. The data can be added to customer and constituent files, provided as lists for prospecting and fundraising purposes, and used as criteria for online and mobile targeting and website personalization.

WHAT ARE MY CHOICES REGARDING ACXIOM'S USE OF MARKETING DATA ABOUT ME?

Acxiom gives consumers the opportunity to opt out of our marketing products at no cost. We also utilize the Direct Marketing Association's Commitment to Consumer Choice suppression service as well as various state and Federal Trade Commission Do-Not-Call registries in developing these products. Consumers registered with any of these organizations do not need to also opt out with Acxiom to prevent use of data about them for prospecting purposes. Opting out, or choosing to have data about you removed from Acxiom's marketing data products, may also reduce the relevance of offers you receive from companies with which you have done business since our clients use these products to better understand which offers may be of interest to you. Consumers who wish to opt out of all Acxiom marketing products may submit an opt-out request by going to www.acxiom.com/usoptoutrequestform.

WHAT KIND OF DATA IS IN ACXIOM'S MARKETING PRODUCTS?

Acxiom has a variety of household and individual data. A more detailed description follows. However, there are several important things to understand about Acxiom's marketing data:

- No individual record ever contains all the possible data described in this brochure, only a subset
- Individual data variables may be combined to create modeled or inferred elements
- No detailed transaction-level data is included in our marketing products, only summarized indicators of lifestyle, interests and activities
- Sensitive data such as Social Security numbers and driver's license numbers are not included in any of our marketing products
- We screen out all known instances of personally identifiable information about children younger than 18 in our marketing products. We only include presence of children in a household by age ranges.

If you have questions about any of Acxiom's marketing products, email us at privacy@acxiom.com or call 1.877.774.2094.

INDIVIDUAL DATA

Name, Address, Telephone Number, Email Address, Gender, Education Level, Occupation, Voter Party, Ethnic Code/Language Preference, Age in Two-Year Increments, Date of Birth

Note: Ethnic Code/Language Preference is derived from last name or comes from a survey you have completed. Full Date of Birth is only provided in limited instances and for specific purposes, such as life insurance marketing. Typically only Age or Year or Month/Year is provided.

HOUSEHOLD DEMOGRAPHICS

Adult Age Ranges, Children's Age Ranges, Number of Adults and Number of Children in the Household, Marital Status

HOUSEHOLD INTERESTS

Interest categories include Reading, Food/Cooking, Travel, Exercise, Health/Self-Improvement, Hobbies, Pets, Sports, Collectibles, Investments, Computers, Electronics, Home Improvement, Games/Contests, Photography, etc.

Note: These variables are obtained from surveys you or someone in your household completed or are derived from inquiries or purchases you have made. A household can have multiple characteristics.

HOUSEHOLD PURCHASE BEHAVIOR

Purchase indicators and characteristics include Frequency of Purchase Indicator, Types of Purchases Indicators, Retail and Mail-Order Buyer Indicators, Charitable Giving Indicator, Community Involvement Indicator, Media Channel Usage Indicator, Buying Channel Preferences, Average Direct Mail Purchase Amount, Direct Mail Frequency Indicator, Types of Stores Indicator.

Note: Types of Purchases Indicator includes such categories as apparel, home improvements, books, computers/electronics and small appliances. Types of Stores Indicator includes standard retail, specialty and upscale.

HOUSEHOLD LIFE EVENT DATA

New Parent, Expectant Parents, New Teen Driver, College Graduate, Empty Nester, New Mover, Recent Home Buyer, Recent Mortgage Borrower, Getting Married, Divorced, Child Leaving Home, Buying a New Car

Note: This data is obtained from self-reported surveys or derived from public records.

HOUSEHOLD LIFE STAGE CLUSTERS (PERSONICX®)

Personix is a household-level segmentation system that classifies each U.S. household into one of 70 segments based on specific consumer and demographic characteristics. These segments include: "Summit Estates," "Career-Centered Singles," "Country Ways," "Tots and Toys," "Soccer and SUVs," "City Mixers," "Apple Pie Families" and "Rolling Stones."

HOUSEHOLD TECHNOLOGY INDICATORS

PC Owner, Platform, Operating System, Software Used, Recency of Purchase and Internet Service, Cell Phone and Long Distance Trend Indicators

HOUSEHOLD WEALTH INDICATORS

Credit Card Type Indicators, Estimated Household Income Ranges, Income Producing Assets Indicator, Likely Investor Status, Estimated Net Worth Ranges

Note: Credit Card Type Indicators reflect the type of card only (e.g., bank card, travel card, department store cards, etc.). Specific credit card data is not available. All wealth indicators are ranges summarized and derived from other data that has been found to be indicators of wealth.

HOUSEHOLD REAL PROPERTY DATA

Home Owner/Renter, Length of Residence, Year/Month of Home Purchase, Year/Month Home Built, Type of Dwelling, Size of Dwelling, Characteristics of the Property, Home Loan Amount, Estimated Home Market Value, Assessed Home Value, Home Loan to Value Ratio

Note: This data is typically sourced from real property recorder and assessor sources.

HOUSEHOLD VEHICLE DATA

Year, Make, Model, Estimated Vehicle Value, Vehicle Lifestyle Indicator, Model and Brand Affinity, Used Vehicle Preference Indicator

Note: This data is obtained from self-reported surveys conducted by dealerships, major service/repair stations and vehicle warranty extensions.

HOUSEHOLD HEALTH INTERESTS

Includes data about interests related to Allergies, Arthritis/Mobility, Disabilities, Cholesterol, Diabetes, Homeopathic, Organic, Orthopedic and Senior Needs.

Other data includes Mail Order Prescription Preferred, Brand Preferences, Ailment or Prescription Online Search Propensity

Note: This data is from self-reported surveys or derived/modeled from summarized purchase data.

HOUSEHOLD SOCIAL MEDIA INDICATORS

Includes general information about consumers' interests and general use of social media, which social media sites the individual or household uses, whether they are a heavy or a light user, and whether they engage in public social media activities such as signing on to fan pages or posting or viewing YouTube videos. We do not collect specific activity from social media sites such as individual postings, lists of friends or any data that is not public.

Note: The social media information is only from the public information on social media sites whose policies allow collection.



ACXIOM HAS PUT CUSTOMER SUCCESS FIRST SINCE 1969

Our vision began with providing the best data to drive our customers' success. And through the last 43 years, our customers have trusted us to provide the information, products and services to maximize their marketing investment. Today, we stand in a world of changing consumer behaviors and attitudes. Amid such change, we are more dedicated than ever to solving our clients' most intractable business and marketing challenges through enriched insight and innovative customer engagement.

Learn how to put our insight to work for you.
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