

Acxiom's US Digital Advertising Products Privacy Policy

SCOPE

Acxiom offers traditional offline information management services and information products as well as digital information management services and digital information products to our clients. When we provide traditional offline information management services and information products, we adhere to the information practices described in our US Products Privacy Policy [click here](#). When we provide digital information management services and digital information products, we adhere to the information practices described in this US Digital Advertising Products Privacy Policy.

DIGITAL INFORMATION MANAGEMENT SERVICES

When Acxiom provides digital information management services, we process our clients' and partners' information according to the terms and conditions of the contract with them. Acxiom offers digital information management services to advertisers to help them better market and measure the effectiveness of their advertising campaigns. These services provide brands the ability to reach consumers through mobile and display advertising, personalized website experiences and in certain cases unique television ads.

DIGITAL INFORMATION PRODUCTS

Acxiom makes a subset of the data used in Acxiom's offline marketing and advertising products available for use online, on mobile devices and in some instances on television. This subset of the data is available to advertisers for whom we are providing information management services, as described above, and is also available to our advertising partners.

Acxiom does not collect third party online behavioral web browsing information (data collected across web sites owned or operated by different entities for the purpose of delivering advertising based on preferences or interests known or inferred from the data collected) for use by our clients and partners for advertising purposes (often referred to as Online Behavioral Advertising or OBA). However, we do allow some partners to link their OBA data with Acxiom data to further refine the relevance of the ads they deliver for advertisers.

To accomplish the link between the Acxiom data and our partner's data, we may set an anonymous Acxiom third party cookie on your browser.

How the Acxiom Anonymous Third Party Cookies Are Set: When you visit a website that is an Acxiom online advertising partner and you register or sign up, providing personally identifiable information, such as your name, mailing address or email address, this information may be sent to Acxiom so we can set an anonymous Acxiom third party cookie on your browser

tied to Acxiom digital data. When this cookie is set, all information that would make it personally identifiable is removed.

If Acxiom has any digital characteristic, interest or lifestyle information about you, we will associate this data with the anonymous Acxiom third party cookie. We will periodically refresh this information to assure it remains current. To learn more about Acxiom's digital characteristic, interest and lifestyle information, go to www.AboutTheData.com

How the Acxiom Anonymous Third Party Cookies Are Used: The Acxiom anonymous third party cookies allow advertisers to use Acxiom data and other third party data to personalize their site and/or target their ads: In some instances the anonymous Acxiom third party cookie, associated with Acxiom digital characteristic, interest and lifestyle data, is synced with an Acxiom partner's anonymous third party cookie which allows an advertiser to use the combined information to personalize their own site or better target their ads when displayed on websites owned by others.

The Acxiom anonymous third party cookie also provides site specific analytical services to advertisers about their sites. When you visit a website of an Acxiom digital advertising client we may set an Acxiom anonymous third party cookie. This cookie is used to report activity based on the pages you have visited on that advertiser's site. This data is collected so that advertiser can personalize your experience on their site.

YOUR CHOICES AND HOW TO CONTACT US

You may opt-out of advertisers using the Acxiom digital advertising cookie by clicking [here](#). This places an opt-out cookie on your computer to indicate to Acxiom that you do not want to participate on our online advertising products. If you ever delete the "opt-out cookie" from your browser, buy a new computer, or change Web browsers, you will need to perform the opt-out task again. It's only when the "opt-out" cookie is present on your browser that we know you have decided not to participate in Acxiom's online advertising products. You may set your computer's Internet browser settings so you will be notified when you receive any third party cookie, which includes Acxiom online advertising cookies, and be given the choice to block the cookie. In addition, there are also other controls within certain browsers or available through third parties that enables more extensive blocking of cookies. Some new browsers have a 'do-not-track' feature. When this feature is turned on, Acxiom treats this as if you had opted out of our online advertising products. For more information about cookies, visit [How Cookies Work](#).

If you have any questions about Acxiom's online advertising privacy policy, e-mail us at privacy@acxiom.com or call our Consumer Advocate line at 1-877-774-2094.

COMPLIANCE WITH THE DIGITAL ADVERTISING ALLIANCE

Acxiom is a member of the Digital Advertising Alliance (DAA) and supports their transparency and choice program for online behavioral advertising, the AboutAds.info ICON. To learn more about this program [click here](#).

In accordance with the DAA guidelines, we will not knowingly use or disclose data for online advertising purposes on anyone under the age of 13. In addition, we will obtain consent before collecting or using financial account numbers, Social Security numbers, pharmaceutical prescriptions or medical records related to a specific individual for online advertising purposes.

OTHER WAYS ACXIOM PROTECTS CONSUMER INTERESTS

Anonymous Acxiom third party cookies expire within 365 days. However, if you revisit the pages that initially launched the cookie, the 365 day timeframe may restart.

To support Acxiom's digital advertising products, we may utilize the technology of third party service providers. We may utilize their technology platforms to record information related to the serving of advertisements. When ads are shown to consumers, our partner platform may collect information such as browser type, ad served, date, time, and site where the ad was served. Acxiom uses this information to understand the effectiveness of advertising campaigns. The information collected and used to understand campaign effectiveness cannot be used to identify anyone personally.

Service providers who assist Acxiom with storage, analysis, or other services, may have access to data Acxiom uses in our online advertising products. All service providers are subject to confidentiality restrictions and are not authorized to utilize the information in any way other than what is required to provide their services to Acxiom.

Our contracts require that our online advertising clients and our online advertising partners provide appropriate disclosures in their privacy policies about how and when third party cookies are set and information about how to block, disable or delete third party cookies, which block or end your participation in Acxiom's online advertising products.

USING COOKIES AND WEB TECHNOLOGY - HOW WE MAKE IT HAPPEN

We use non-personally identifiable means, including "pixel tags" and "cookies", to collect and store data. We do not use flash cookies. We use "cookie syncing" to enable the matching of anonymous data stored in cookies that have been set by our partners.

Cookies are small text files that contain a string of characters and uniquely identify a browser. They are sent to a computer by Web site operators or third parties. Most browsers are initially set up to accept cookies. You may, however, be able to change your browser settings to cause your browser to refuse third-party cookies or to indicate when a third-party cookie is being sent. Check your browser's "Help" files to learn more about handling cookies on your browser.

Pixel tags are small strings of code that provide a method for delivering a graphic image on a Web page or other document. Pixel tags allow the operator of the Web page or other document, or a third party who serves the pixel tag, to set, read, and modify cookies on, and to transfer other data to, the browser used to view the Web page or other document. Pixel tags may also be used to obtain information about the computer being used to view that Web page or other document.

The entity that sends the tag can view the IP address of the computer that the tag is sent to, the time it was sent, the user's operating system and browser type, and similar information.

Cookie Synching refers to the process of mapping anonymous cookie IDs from one system to another. The systems across which the cookie IDs are mapped could be advertiser sites, advertising networks, advertising exchanges and data providers. Cookie synching enables the integration of data across companies to enable the delivery of relevant advertising or content. Because cookies are domain specific, a cookie set by one domain (acxiom.com) cannot be read by a server from another domain (acmepartner.com), enabling relevant advertising across domains is addressed by a controlled and non-personally identifiable method called cookie synchronization, or cookie synching for short.

LEARN MORE

To learn how to manage your browser based settings and cookies, please visit:

[Google Chrome](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Safari](#)

SECURITY

Acxiom maintains security procedures designed to keep information we own, license and process from being accessed by any unauthorized person or business. We use a variety of multi-level security systems to control access to our services and information products. All users at client locations, as well as all Acxiom associates, must have the appropriate access codes and be authorized to access certain data and applications.

Acxiom conducts risk assessments and regular audits on our internal and external information systems to assess our ability to maintain the integrity of client and Acxiom data. Our enterprise security operations center maintains real-time monitoring for information system vulnerabilities and unauthorized access attempts into our internal systems. We also maintain physical security for our facilities and limit access to certain critical areas of our business.

We take reasonable precautions to ensure that our security procedures are adequate for the protection of our computer systems and data, but this does not eliminate the possibility that our security will be breached. If a security breach causes Acxiom leadership to believe individual consumers are at actual risk for identity theft or other fraudulent activities that may cause substantial harm or inconvenience to consumers or if such breach otherwise requires public notification, Acxiom will post a security alert notice on our website (www.acxiom.com) that will provide relevant information for consumers and Acxiom clients to consider to protect against fraudulent and other harmful actions that may result from the unauthorized access.

OTHER IMPORTANT INFORMATION

If we decide to change our online privacy policy in a material way, we will post a notification highlighting those changes on this website so users can become aware of the changes.

In the event Acxiom is purchased, data collected by Acxiom online advertising will be one of the transferred assets.

Effective Date: September 24, 2013