The bounty of data available today has unlocked an exciting world of possibilities in the pharmaceutical industry. By connecting first-party data with third-party health care provider data, pharmaceutical companies can uncover more meaningful insights about their potential customers and have the important opportunity to support health and wellness decisions by giving their potential customers more information about advances in health conditions, treatments, and options. These new insights for healthcare professionals (HCPs) will not only drive better experiences, they could also improve health and wellness outcomes, and ultimately give people more control over their health and wellness. Forward-thinking pharmaceutical companies are already partnering with Acxiom to help achieve these business goals.

Acxiom provides data-driven solutions that enable the world’s top brands to better understand their customers and prospects to create better experiences and drive business growth. As a leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom has helped thousands of clients and partners around the globe work together to create millions of better consumer experiences.

Since our inception, Acxiom has endeavored to act responsibly in our collection and use of data for marketing purposes. Acxiom’s privacy framework is built around several fundamental principles:

**TRANSPARENCY, ACCESS, AND CHOICE:** Acxiom recognizes that people should be informed about how information about them is used and should have choices about the use and dissemination of that information.

**COMPLIANCE:** Acxiom actively monitors state and federal laws to ensure we and our clients are compliant with all relevant regulatory requirements. As a “business associate” under HIPAA, Acxiom can handle and process protected health information. Acxiom is also an active member of trade associations in the countries where we conduct business and seeks to conform to self-regulatory guidelines of those associations.

**SECURITY:** Acxiom maintains security procedures designed to protect the information we collect, process, and use. Acxiom maintains a HITRUST certification that reflects our commitment to strong data protection and governance.

Acxiom is committed to helping pharmaceutical companies improve consumer experiences and achieve their business objectives. The Acxiom privacy team welcomes the opportunity to discuss the current privacy landscape, including the potential impact new privacy laws may have on your organization.

FOR MORE INFORMATION about our solutions, visit acxiom.com or contact us at info@acxiom.com.