



# ACXIOM HEALTH

PARTNER WITH INDUSTRY EXPERTS COMMITTED TO PROTECTING CONSUMER PRIVACY, ENSURING THE APPROPRIATE USE OF DATA, AND ENABLING CONSUMER CHOICE



## A LEGACY OF TRUST

Since its founding in 1969, Acxiom has taken a proactive approach to consumer privacy. The first company in the industry to appoint a chief privacy officer more than 30 years ago, Acxiom is trusted by leaders across every regulated industry to ensure ethical use of data and strict compliance with all data regulations and fair information practices, serving as an advisor to clients and partners on the state of current and emerging legislation.

With dedicated privacy experts in the U.S. and internationally, Acxiom actively monitors country and state laws to ensure compliance with all relevant regulatory requirements. Acxiom is also a member of many trade associations and conforms to the self-regulatory guidelines of those associations. Not all data is created equally, and we pride ourselves on providing the most ethically sourced data.

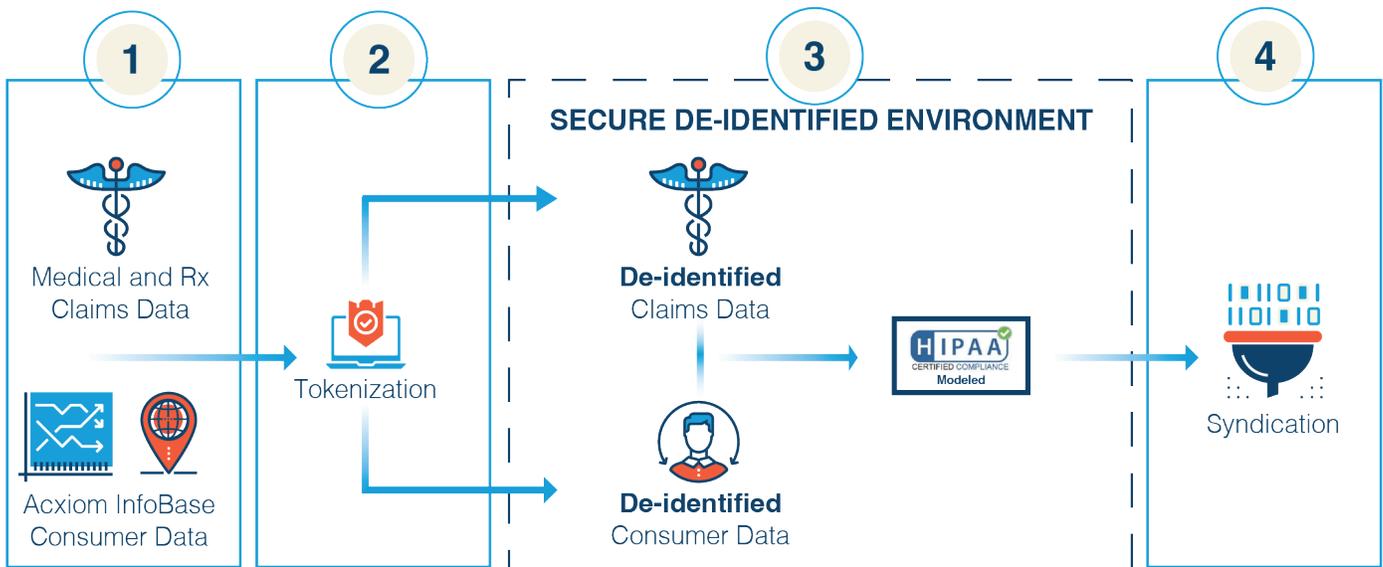
## A MODEL FOR HEALTH

Healthcare decisions are highly personal. Responsible, patient-centered organizations are focused on enabling proactive and productive medical conversations between patients and their healthcare providers. Acxiom partners with those organizations to help them raise awareness and provide education for new therapies and other medical advancements, and enhance patient experiences to deliver better overall health outcomes.

To protect patient and consumer privacy, and to ensure confidentiality, Acxiom does not collect or license Protected Health Information (PHI), which prevents the ability to link, identify or reveal, past or future medical, physical, or health conditions with any known individual. Instead, our look-a-like models predict people's interest in information about a particular condition, treatment or product such as Type 2 diabetes, COPD or hypertension—and do not leverage sensitive information.

All data included in the modeling process is tokenized and de-identified according to HIPAA and NAI regulations before use in a secure modeling environment. Consumer and HCP audiences are then syndicated and distributed throughout the digital and/or offline ecosystem at scale with above-standard processes and procedures for ethical use.

# MODELING PROCESS ENSURES HIPAA AND NAI COMPLIANCE

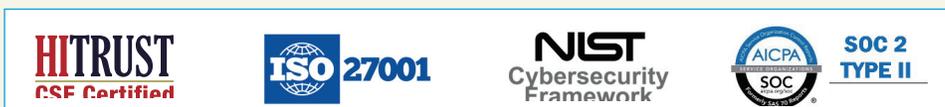


Acxiom Health builds look-alike models that correlate demographic variable to de-identified claims data to meet desired healthcare criteria. The U.S. adult population is then scored based on the demographic variables and how much they correlate to the de-identified claims data.

## EXPERTS AT KEEPING DATA SECURE

In addition to our comprehensive privacy practice, Acxiom has administrative, technical and physical safeguards in place to secure the information we collect, process and use, mitigating the risk of unauthorized access. Acxiom holds a variety of security certifications conducted regularly by recognized independent third-party auditors that evaluate how companies safeguard customer data and the operational efficacy of those controls.

- Appointed industry's first Chief Privacy Officer (CPO)
- Strict use of de-identified consumer and claims data
- HIPAA- and NAI-compliant modeling process
- Expert guidance on local and federal regulations
- Rigorous ecosystem standards for ethical use



## ACXIOM'S FUNDAMENTAL VALUES

The fundamental principles of transparency, access, and choice are the foundations of Acxiom's privacy framework. We believe healthcare organizations relying on the right, ethically sourced data can uncover more meaningful insights and support health and wellness decisions that can improve patient outcomes and provide people with more control over their health and wellness.

### FOR MORE INFORMATION

visit our [privacy center](#) or email us at [info@acxiom.com](mailto:info@acxiom.com).