

Acxiom® Privacy Program

Today's enterprise is fueled by data, both offline and online. As more data is created and made available than ever before, all of this data is to some degree, regulated. Navigating the rules, processes and resulting complexities are critical to achieving business success. The depth and breadth of Acxiom's privacy expertise helps our clients appropriately maximize value from all types of data regardless of purpose, channel or geography.

Increasing regulatory oversight, public policy focus and consumer concern about the collection and use of data related to individuals make data privacy a global issue. Some of this data is personally identifiable and some, while appearing anonymous, can easily be re-personalized. Specific concerns exist concerning digitally created information such as cookies, beacons and place-in-time data. The use, governance and functional control of multiple data types for multiple purposes across multiple channels are Acxiom core competencies. Acxiom's Privacy Team is the most experienced and advanced in the industry, maintaining consistent and aggressive external engagement in policy debates to help shape balanced and productive results. This experience, depth and knowledge is applied to Acxiom solutions and services, and is designed to help Acxiom clients maximize business results from reliable, compliant solutions.

Keeping up with dynamic market change

Rapid consumer adoption of digital technology has fueled massive new sources of data. Each of these new data flows has compliance issues and considerations that must be understood and navigated. In this new, more complex environment, data-driven marketing is critical to successful customer engagement. How effectively, thoughtfully and compliantly marketers harness these new flows of data becomes a competitive differentiator.

Acxiom's Privacy Team is dedicated to staying on top of the complexities and dynamic changes in the sourcing, use, compliance and governance of data. More than 20 years ago, Acxiom named the world's first chief privacy officer. Since then, we have worked with key policy makers and regulators worldwide and pioneered innovative privacy solutions, creating the foundation for what are now standard practices in many industries. Acxiom builds coalitions that provide expertise among clients, regulators and industries while bringing transparency to consumers. Getting this balance right is an Acxiom strength and area of excellence.

- We help clients understand how to manage data in an appropriate, privacy-compliant way — a critical component at every level of our organization and a key capability for any successful marketing/advertising program.
- Acxiom educates clients about industry trends and developments so they understand how their own industry may be affected.
- Policy makers seek Acxiom's expertise to understand how the rapid pace of new technology innovation, adoption and data creation will affect public policy and the direction of legislation.
- We educate regulators and influence policies that address consumer concerns and regulatory challenges in a way that balances consumer interests with business needs.

Engagement with clients

Acxiom has developed and implemented the most stringent privacy quality assurance processes for screening data acquired from third parties in the industry by rigorously reviewing more than 70,000 privacy policies annually from our data partners. These strict due diligence standards include reviewing for meaningful transparency and appropriate choices for the consumer about whom the data relates. This promotes understanding privacy organically in the data ecosystem and helps protect our clients by providing proper vetting of data content to solve business problems. In addition to our Acxiom data sourcing initiatives, our privacy competencies extend to our clients using a consultative approach. Acxiom works with our clients to help ensure that our solutions are carefully vetted against privacy compliance considerations.

We help our clients stay up-to-date on privacy trends, developments and legislation in different channels of communications, industries and geographic regions. Acxiom's experience and expertise helps clients, policy makers and regulators understand the privacy and legal implications of the rapid pace of new technology development and adoption.

Engagement with consumers

We engage consumers on a variety of channels. Our Consumer Care Departments around the world answer more than 20,000 annual inquiries by phone, email and the web to address consumer concerns, explain Acxiom data products and the choices we offer consumers' about how data related to them is used.

Engagement with industry and political groups

U.S. and Canada:

- International Association of Privacy Professionals (IAPP — a worldwide organization)
- Direct Marketing Association
- Digital Advertising Alliance
- Interactive Advertising Bureau
- Email Sender and Provider Coalition
- Coalition for Sensible Public Record Access
- Policy and Economic Research Council
- National Business Coalition for Ecommerce & Privacy
- California Chamber of Commerce
- Arkansas Chamber of Commerce
- Conference of Western Attorneys General
- Mobile Marketing Association
- Information Accountability Foundation

Asia/Pacific:

- Asia Digital Marketing Association (ADMA)
- Asia Chapter of the American Chamber of Commerce (AMCHAM)
- Ad:Tech Asia
- Hong Kong Direct Marketing Association (HKDMA)
- Direct Marketing Association of Singapore (DMAS)
- Australian for Data-Driven Marketing & Advertising
- New Zealand Marketing Association (NZMA)

Latin America:

- Brazilian Direct Marketing Association (ABEMD)
- Brazilian Chapter of the American Chamber of Commerce (AMCHAM)
- Brazilian Interactive Advertising Bureau

Europe:

- International Chamber of Commerce (ICC)
- Federation of European Direct and Interactive Marketing Associations (FEDMA)
- European Privacy Advisory Group (EPAG)
- French National Syndicate of Direct Marketing (SNCD: Syndicat National de la Communication Directe)
- French Privacy Officers' Association (AFCDP: Association Française des Correspondants Données Personnelles)
- Interactive Advertising Bureau France
- German Direct Marketing Association (DDV: Deutsche Direktmarketing Verband)
- German Federal Association of Digital Economy (BVDW: Bundesverband Digitale Wirtschaft)
- German Association for Data Protection and Data Security (GDD: Gesellschaft für Datenschutz und Datensicherheit)
- Dutch Association of Data Protection Officers (NGFG: Nederlands Genootschap van Functionarissen voor de Gegevensbescherming)
- Polish Direct Marketing Association (SMB: Stowarzyszenie Marketingu Bezpośredniego)
- Polish Information Security Administrators Association (SABI: Stowarzyszenie Administratorów Informacji)
- Interactive Advertising Bureau Poland (Związek Pracodawców Branży Internetowej IAB Polska)
- UK Direct Marketing Association (DMA)
- Interactive Advertising Bureau UK

Acxiom privacy group leadership:

Jennifer Barrett Glasgow, Chief Privacy Officer

- First CPO in the U.S. with more than 20 years of experience and more than 35 years with Acxiom
- Recipient of the Vanguard Award, the highest award given by the International Association of Privacy Professionals
- Manages Acxiom's global government affairs activities



Sheila Colclasure, Global Public Policy and Americas Privacy Officer

- More than 12 years privacy experience, more than 15 years with Acxiom, with 10 prior years working in political affairs in Washington, D.C.
- Manages Acxiom's state government affairs activities



Jordan Abbott, Compliance Attorney

- More than 10 years of experience with Acxiom as a privacy attorney, former state Assistant Attorney General in consumer protection
- Expert knowledge in compliance for heavily regulated industries (e.g., financial services, insurance and healthcare)



Sachiko Scheuing, Ph.D., European Privacy Officer

- More than 10 years with Acxiom Corporation
- More than six years Pan-European privacy experience and 10 years of experience in strategic marketing
- Manages Acxiom's European government affair activities



Julie Dennis, General Counsel Legal and Compliance Australia and New Zealand

- More than 7 years of experience with Acxiom as General Counsel for Legal and Compliance in Australia and New Zealand
- Experience in privacy compliance for over 4 years in Australia and New Zealand



JJ Pan, Ph.D., Privacy and Public Policy Director, Asia Pacific

- Pioneer of internet self-regulation in AP with more than 12 years of experience
- Voted as chairwoman of World Trustmark Alliance
- Manages Acxiom's AP government affairs activities



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