Acxiom Story
Who is Acxiom?

Public Company, Founded 1969
4,500 Associates World Wide
Thousands of clients in 50 countries
51 of the Fortune 100
3 Divisions, One Acxiom

Dedication and Continuous innovation:

- Forrester Wave: 2015 Customer Insights Services Providers, earned the only 5 out 5 perfect score across all competitors in Privacy and Security
- Walmart Services Multichannel Award, 2015
- Walmart Services Supplier of the Year, 2014
- Genworth Financial, Inc.’s Supplier of the Year, 2014
- Media Magazine’s Supplier of the Year, 2013
- DMA Marketer of the Year
- DMA Innovation Award, Loyalty Category
- 1to1 Media Customer Champion
- Gartner and 1to1 Media Silver CRM Excellence Award in Customer Experience Excellence
Thousands of Companies Choose Acxiom

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<th>COVERAGE</th>
<th>PRIVACY LEADERSHIP</th>
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<td>300+</td>
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<td>99%</td>
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Challenges For Our Industry

**CHALLENGES**

- Technology developments happen faster than they ever have - this introduces new policy considerations and engineering treatments nearly every day

- Data broker legislation and unintended consequence: in the world of Big Data, everyone’s a data broker

- Data Security Laws: patchwork, moving target, legal gotcha

- Data Security Risks Increasing = Trust Breach

- Legal Probability vs. Legal Certainty

**RECOMMENDATION**

- AG willingness to observe the marketplace, study emerging issues, meet with companies and preview innovation

- AG understanding that we must enable the Ethical Use of Data rather that stifle data flow and innovation – relative free flow of personal information fuels each state’s economy

- AG Enforcement of Single Federal Standard

- Need more pursuit and enforcement against Bad Actors that breach and steal data from our companies and government

- Ethical Use of Data Method Provides the Confidence to Use New Streams of Data and Analytics