

Consumer Name Research Request FAQ

Take me off your mailing List

Consumer wants to be removed from an Acxiom customer's mailing list

All Acxiom customers are required by law and by Acxiom's Data Use Agreement to maintain their own in-house opt-out files. If a *consumer* contacts an Acxiom customer and requests to be removed from their mailing list, the customer is required to add the *consumer's* name to their in-house opt-out suppression file to prevent future mailings to this *consumer*, regardless of the how they acquire the name. Unless the *consumer* specifically states that they want to stop receiving *all* direct mail advertising from *all* organizations, these types of requests should be handled via the in-house opt-out file and *should not be passed on to Acxiom*

Consumer wants to be removed from all mailing lists

If a consumer specifically requests removal of their name from all direct mail solicitations from all direct marketing organizations, Acxiom's customer *should not pass this request to Acxiom*. Instead the *consumer* must be directed to the Direct Marketing Association's Consumer Assistance website page www.the-dma.org/consumers/offmailinglist. Or by calling the DMA at 212.768.7277. Acxiom cannot honor requests that are passed on by Acxiom customers.

All DMA members are required to use DMA's Mail Preference Service to comply with *consumer* requests not to receive direct mail advertising. By registering their name on the DMA MPS file, the *consumer* will be certain to get their name suppressed from the largest number of marketing files and not just Acxiom's data products.

How did my child's name get on your file and where did it come from?

Even though there are several steps within the Consumer List build process that identify and drop records of individuals under 18 years old, some minor names still get onto the file. All minor names reported to Acxiom whether from the *consumer* or from Acxiom's customer complaints are immediately added to the appropriate Acxiom suppression file.

Where did this record come from?

The primary sources are:

- Internet websites
- Contests
- Surveys
- Warranty registration
- Subscriptions
- Phone books (if the child has a listed number in their own name)

How did my child's record get on your file?

- The child's name gets into Acxiom's files from one or more contributors via the sources listed above without any age or date of birth data. As a result, there is no information to identify that this record belongs to someone younger than 18 years old.
- The child's name has an incorrect age or date of birth information attached to it from one or more Acxiom contributors and therefore the child's record appears to be that of an adult. This can happen for a few reasons:
 - Due to a typographical error in the source data entry process.
 - As a result of a child creating a fictitious age or date of birth in order to qualify for a contest, free giveaway offer, etc. (This has become more prevalent as more children are accessing the Internet.)
 - If an adult (parent, grandparent, etc.) registers that child's name with their own age or date of birth information. (e.g. warranties, contests, etc.)

This person has been dead for years. How come the name is still on your file?

Even though the Acxiom Deceased Suppression File is used during each bi-monthly build, there are still a very small percentage of deceased records that make it to the final file. Most deceased records that get reported by *consumers* to Acxiom customers are those of individuals who have been deceased for more than 10 years. Coverage of recent deaths is approximately 75%. All deceased names reported to Acxiom from *consumers* or Acxiom customers are immediately added to the appropriate Acxiom suppression file.

How come they are still on the file?

- Coverage on Acxiom's Deceased Suppression File for people that have been dead for more than 10 – 12 years is fairly low. This is due to limited name/address data available to match to Social Security Death Master file (SSN+ name) in order to append address information.
- Coverage on Acxiom's Deceased Suppression File for deceased children is relatively low due to lack of SSN, lack of reporting and lack of name/address information to use to match to the Death Master file.

Why am I getting mail for my ex-spouse who has never lived at my current address?

This occurs most frequently when a company the *consumer* did business with while still married to the ex-spouse decides to try and increase their business by tapping into old, inactive accounts. If the company does not have the divorce information, their records continue to show the *consumer* and the ex-spouse as still being linked together. When they run their database through **NCOA to update the address information, if one name gets updated, they automatically update the linked name as well. In addition, some businesses have taken a similar approach to get new names to sell to marketing file compilers. Typical scenarios include:

- One of the most common occurrences is a man occasionally getting mail addressed to his ex-wife. Because the male record is so frequently the primary record, if he moves and a business gets an NCOA match for his record, the ex-wife's name gets updated with his new address. Even if the ex-wife takes back her maiden name, he may still get mail addressed to her using his last name.
- If a woman retains her married name after she gets divorced, she has a much higher chance of receiving mail to her ex-husband than if she takes back her maiden name or gets remarried and changes her last name.

(**) *US Postal Service National Change of Address file.*

Why I am getting mail for someone I do not know at my address?

Occasionally an old record makes it's way onto the file. This is typically the name of a previous occupant that was picked up from an inactive customer database that has made it's way into one or more source files. This can also occur with homeowners because of timing issues with real property data updates from county recorders and assessors. When the file is run through NCOA processing this record does not get an updated address that reflects the fact that this person has moved and no longer lives at the address shown on the file. There are several reasons this occurs, including:

- Often the move took place too long ago to be included on the NCOA file.
- A change of address card was never turned in so the name isn't on the NCOA file.
- The previous occupant's name didn't get updated by NCOA because the spelling of the name & address on the Consumer file was not an exact match to the name on the NCOA file.

Why am I getting mail for my (parent, sibling, adult child) who has never lived at my current address?

The reasons for this are similar to those for an ex-spouse. National compilers purchase names from a wide variety of sources, some of whom dig into older files to reactivate names of old/previous customers. At some point in the past, at a previous address, these names were linked together. When NCOA was done, it was done at a household level, which moved all linked names to the *consumer's* new address.

The name of the (parent, sibling or adult child) can be submitted for addition to the Acxiom Inaccurate file.

The consumer wants to know the source of their name

Contractually Acxiom is not allowed to divulge the names of our contributors so it is best to use the source categories listed in each of the explanations listed above.

In addition, because the source of the name may be several layers deep (e.g. the original source supplied the name to a source that supplies data to one of the national compiled sources used in the actual Consumer build) it would be impractical to try and get the original source of a single record, even if it were permissible.

Consumer wants to be added to Acxiom's Opt-Out file

All requests to be added to the Acxiom Opt-Out file must come directly from the *consumer*, not from Acxiom's customers.

Consumers can leave a message concerning their request at **877-774-2094** or they can send an email request to ConsumerAdvo.com. This request must include the *consumer's* name, address and telephone number.

- Once the request is processed, the consumer will be sent an opt-out package.
- When the signed request is returned with all name variations and applicable addresses it will be submitted for inclusion in the Axiom Opt-Out file.
- It can take 3 to 6 months before their name is fully suppressed from all Acxiom products.