

**MINUTES**

**DATA SHARING & DATA-DRIVEN DECISION MAKING TASK FORCE**

**Wednesday, October 9, 2019**

**10:00 A.M.**

**Acxiom**

**301 E. Dave Ward Drive**

**Conway, Arkansas**

**Committee Members Present:** Senators Jane English Co-Chair, Breanne Davis and James Sturch  
**Representatives** Stephen Meeks Co-Chair, Karilyn Brown and Austin McCollum

**Other Members Present:** Representative Nelda Speaks

**Call to Order**

Senator English called the meeting to order and thanked Acxiom for inviting the committee.

**Acxiom LLC Presentation**

Mr. Drew May, Chief Client Officer, Mr. Kyle Holloway, Senior Director of Products, Mr. Jeff Wingfield, Senior Director of Data Strategy, Mr. Tom Hutchison, Principal Product Director, and Mr. Jordan Abbott, Chief Privacy Officer. Mr. May presented an overview of Acxiom. The company was founded in 1969 and its first foray into data processing was a direct mail campaign for the Democratic National Party of Arkansas. In 2018 Acxiom was acquired by Interpublic Group of Companies (IPG) which is a large agency holding company. Acxiom has associates in the United States, United Kingdom, Germany, China and Poland; which is the offshore and production facility. Mr. May provided key elements on Acxiom and IPG:

- IPG has 90 agencies and is a \$7.5B company with 50,000 employees
- Acxiom maintains all duties performed in Conway and gained access to IPG's large clients
- Acxiom had the opportunity to move roles from other regions to Arkansas through IPG
- key topic is knowing their customer too
- they try to relay Digital IDs, Mobile Advertising IDs, and Cookies are relayed back to their customers
- data management, identity, and data are the three main areas
- data is generated market by market, and Acxiom serves 50% of the Fortune 500

Mr. Kyle Holloway explained the basics of data stating identity is the ability to recognize an entity. There are different levels of precision. Precision is based on the use case and it requires a combination of identity data as well as correlation of all that information across all platforms. Precision and reach are used in the advertising space. Identity resolution is a point and time activity where you are taking information from either a person, place or thing to detect if it is recognized so that it can be matched with some known repository. The system of information is constantly evolving, therefore you not only have to rely on the point and time capability to resolve it, but also the ability to manage the identity over time.

Mr. Holloway also touched on the following:

- certain data points in the digital realm which may be associated with more than one person causing a level of precision to be lost

- behavioral aspects of the entity when talking about identity management. There are ways to accumulate information that are associated with an individual's behavior i.e. online advertising where website activity is tracked
- identity data influencers are; quality, quantity, accuracy and precision
- identity challenges are; it is complex, evolving, number vendors, convergence, spectrum, sensitivity, contextual and relevance
- ultimately the goal in many of your cases will be to identify citizens and relate them to other citizens

Mr. Jeff Wingfield explained more about data and how it is used. He stated that identity resolution is used to make sure the correct data is associated with the right person. Companies use demographic data to reach the correct citizens. A few examples of data enhancement are demographics, behavior, attitudes, intentions, purchases, and household income. All resources Acxiom uses to acquire data are ethnically sourced and clients are contractually obligated to follow stipulations and guidelines set for the ethical use of data. First party data is the client's data they collect on the person; data that you receive from a company such as Acxiom is third party data. Mr. Wingfield also mentioned the following:

- marketing data cannot be used to grant or deny a product or service, however you can target people that will likely be your customer
- in risk data you have the ability to say it has not been proven who you are, therefore business cannot continue

Mr. Tom Huchinson spoke to what his team does for Acxiom. They put together data from Acxiom, clients, third parties, identity services, other technologies and channel providers to solve specific client problems. Data is gathered from a person's digital and real life. Consumer's privacy is protected and their preferences are honored. There are regulations in place that protect digital data vs. other types of data. Once the California Consumer Privacy Act (CCPA) takes place agencies will be required to inform citizens of the data collected on them. Before allowing Mr. Abbott to further explain the CCPA, Mr. Huchinson stated the following:

- data is encrypted for privacy purposes
- during the Ingestion Layer; data is brought in and verified for accuracy
- the Orchestration Layer; data is getting ready to be moved around and discussions are made about what permissions are to be in place
- the Activation Layer; data is prepared to be used
- the Execution Layer; may take place at Acxiom or elsewhere; once verified for permissions the data is released

Mr. Jordan Abbott gave an explanation of the CCPA which goes into effect January 3, 2020. The act will require more transparency, notice about the data collected, purpose, the data source, categories of third parties, and it permits an opt out option for the sale of personal information and deletion of an individual's data upon request. Mr. Abbott also referenced the following:

- correcting data the state has could have profound consequences
- when collecting data the agency must think ethnically, go beyond what the law requires and remember there is a citizen behind the record
- Privacy Impact Assessment Program (PIAP) looks at the source of the data, how it's going to be used, who is it shared with, could it possibly endanger the consumer; any harm that can't be eliminated is mitigated and someone is held responsible

**Consideration to Approve September 11, 2019 Meeting Minutes** [Exhibit C]

A motion to approve the September 11, 2019, Task Force Meeting Minutes was made by Senator Sturch and seconded by Representative Meeks. The motion carried.

**Adjournment**

There being no further business, the meeting adjourned at 11:06 AM.