

Responses to questions from The Markup, CalMatters and Consumer Reports about use of Acxiom data:

AT&T Mobility

We do not buy or import customer information from Acxiom. Like other companies, we use firms like Acxiom to help connect us to audience segments for marketing. Our offer availability is not determined by this information. We respect the privacy of our customers and are open and transparent with them about the ways their data is used.

Farmers Insurance Group

We leverage consumer data to help improve the efficiency and effectiveness of our marketing outreach and are committed to responsible use of any consumer information we may obtain from third parties.

SeatGeek Inc.

For what purpose does your company purchase consumer data from Acxiom and other data brokers?

SeatGeek uses licensed third-party data primarily to develop aggregated audience insights to better understand and reach audiences.

Do you use any of the consumer data for automated decision-making, such as loan offers, discounts and promotions, or filtering for certain products or services?

This data is not used in automated decision-making and it has no effect on ticket prices, payment options, discounts or promotions, ticket availability, or any aspect of a customer's purchase.

Consumers we spoke to expressed concern about their data privacy and incomplete, inaccurate and/or sensitive data being collected and used in ways that would disadvantage them, such as higher insurance rates and premiums or loans with onerous terms. Do you have a response to that?

This data has no effect on ticket prices, payment options, discounts or promotions, ticket availability, or any aspect of a customer's purchase.