



Acton pledges to conduct its business according to the EU Safe Harbor Principles and the frequently asked questions (FAQs) issued by the U.S. Department of Commerce on July 21, 2000.

Personal information that is transferred to Acton in the United States from the European Union (EU) falls under one of the following two situations:

Processor on Behalf

Acton provides customized direct marketing programs and computer services designed to assist companies manage their customer information more effectively, increase profitability of their promotions, work closely with print partners and reduce the operational costs. Acton is an owner of consumer and business databases. Acton is sometimes a purchaser or renter of data and controls the information it processes on behalf of Acton's clients. In this capacity Acton receives information transferred from the EU to the United States merely as a processor on behalf of our clients.

Data Controller

Acton also provides business and consumer information products designed to help companies market more successfully, integrate and improve the accuracy of their customer information and reduce the operational costs of processing customer data. In this function, Acton acts as a data controller of the personal information contained in these information products. To the extent required by local law, Acton subsidiaries located in the member states act as the data controller with respect to personal data collected, processed and stored.

Acton has appointed a corporate leader of fair information practices who is responsible for the internal supervision of Acton's privacy policies. Acton has also appointed a corporate leader for data security. Acton is committed to educating its customers and associates (employees) in the United States and in the EU about the issues, guidelines and laws surrounding compliance with EU Safe Harbor.

The corporate leader for fair information practices and Acton's internal legal team is available to any associate who has questions concerning Acton's EU Safe Harbor Policy or data security practices.

Since the requirements for compliance with EU Safe Harbor vary depending on whether Acton is acting as a processor on behalf of Acton's clients or as a data controller, Acton's policies and manner of compliance are described separately below.

(1) Acton as a Processor on Behalf of Clients

When Acton acts as a processor on behalf of its clients, the policies outlined below apply to all data processing operations concerning personal information that has been transferred from the EU to the United States.

Processing Contracts:

Before starting any processing on behalf of Acton's clients, Acton will enter into a database license agreement or processing contract with the EU data owner or controller responsible for the personal information pursuant to the applicable EU Member State Data Protection law.

The database licensing agreement or processing contract ensures that the EU data controller will be in compliance with the Member State Data Protection law.

Any data processed by Acton will not be further disclosed to third parties except where permitted or required by the processing contract, EU Safe Harbor or the applicable Member State Data Protection law. Any information Acton's client (acting as the EU controller) identifies as sensitive will be treated accordingly.

The processing contract will also specify that the processing will be carried out with appropriate data security measures. Acton has in place measures to protect personal information from loss, misuse, unauthorized access, disclosure, alteration and destruction.

As a processor on behalf of Acton's clients (who is the EU controller), Acton is not required to apply other EU Safe Harbor Principles to the personal information received for processing from a customer.

(2) Acton as a Data Controller

When Acton acts as a data controller of personal information, the policies outlined below apply to all personal information that has been transferred from the EU to the United States.

Acton, in association with its sister company located in the EU, develop and maintain databases containing personal information on data subjects, households and businesses located throughout EU Member States. These databases are developed from public records, publicly available information, information acquired through information providers and information collected directly from data subjects.



Acton's databases contain information that is provided to qualified businesses for marketing and customer data integration purposes. The information contained in these databases may also be used to provide information services, to enhance the understanding a company has about its customers, to aid in accurate integration of a company's customer information, and be used as lists for direct marketing purposes.

As a data controller, Acton is required to comply with all principles of the EU Safe Harbor. ACTON and client's data usage primarily consists of the follow direct marketing activities and permitted Uses of the Data.

Marketing Applications. Marketing applications include the use of the Acton Products by the customer for such customer's direct marketing or telemarketing activities to consumers and businesses. Acton will provide the Acton Products to customers for marketing applications in the form of any one or more of the following: a) analysis or modeling services; b) matching against a customer file or record for the purpose of appending data to such customer's file or record; c) merge/purge processing of a customer's file against the Acton Databases to omit or select records, either solely on the basis of Company Data or in combination with other data contained in Acton Databases, and furnishing to such customer a direct marketing database derived therefrom; d) matching a file provided by the customer to the Acton Databases in order to enable the customer to create a univariate, multi-variate or segmentation model; e) appending the Acton Databases containing the Company Data to any customer file and using such appended information as criteria to select, create, enhance, and furnish a derivative file with applicable key coding for the customer's list rental purposes; f) list rental of names, addresses and other information; or g) designing analytic models to develop market segmentation codes to provide to customers.

Reference Applications. Reference applications include use of the Acton Products by the customer for such customer's business purposes that are not related to direct marketing or telemarketing activities. Acton will provide the Acton Products to customers for reference applications in the form of any one or more of the following (whether delivered via batch, Internet or on-line look-up): a) providing electronic directory assistance, including co-branding applications with third parties; b) fraud detection; c) identity verification/authentication/screening; d) background screening; e) risk mitigation; f) collections; g) legal research; h) location of individuals or assets of individuals; or i) anti-terrorism and other reference uses for use by governmental, law enforcement agencies and other legal entities as well as non-governmental, private sector entities.

Data Appending and Hygiene. Acton may use the Company Data in conjunction with other data for the purpose of formulating and applying an Acton alphanumeric code derived from names and addresses contained in the Company Data. Acton's databases whether owned or licensed or rented will be clean and standardized using various automated process including proprietary properties as well as country specific licensed applications like the USPS – NCOA software. These are all used to validate, update and cleanse consumers, businesses and postal delivery points.