

Datamasters Auto File Support Information

The following is an outline we provide to clients and prospective clients, hope this help in answering your clients questions,

How the customer data is initially acquired?

What's the "shelf-life" of the data?

Is the data periodically updated?

Does the data get invalidated after a certain period of time if not updated?

Datamasters Auto Owner Data back ground overview:

Datamasters Auto Owner data is 100% populated with the **make, model and year of the vehicle** as derived directly from Vehicle Identification Numbers (VIN), the unique serial number that provides precise vehicle identification characteristics. Our data is multi-sourced and validated from verified consumer transactions. Accuracy and strict data hygiene is the foundation our proprietary database.

I want to point out we have saved our clients millions of dollars in saving of postage and print with the added use of our unique data VIN hygiene processes over the past 18 months.

The following hygiene processes are applied to our Auto Owner Data each month:

- Full USPS National Change of Address and Proprietary transaction based move updating
- 100% zip9 on every record
- 100% Delivery Point Validated and CASS certified
- Comprehensive Telephone hygiene
- VIN validation on every record

The Datamasters Auto Owner data file is fully compliant with all privacy laws, access to accurate and legal auto data has been difficult to obtain since the introduction of the Driver Privacy Protection Act (DPPA) and subsequent Shelby Amendment. Because we do not access Division of Motor Vehicle data for any purpose other than to validate or verify file information, users of our data can be assured data compliance in the utilization of our data. As such, Datamasters Auto Owner data file is excellent for all types of companies marketing to automobile owners for both acquisition and retention.

Every record on the file contains the **owner's name, address, make, model and year**. Other data selects available for targeting include **transaction dates and consumer based demographics**. **Unlike any other Auto Owner data source, proprietary daily data feeds are in place to remove VIN records that have recently been traded or sold and currently appear on dealer lots**. These daily feeds represent the auto dealer inventory and as such this information allows us to remove VIN records from our master Auto Owner data so you, the client, do not lose money on people who no longer own a specific automobile. We have added salvage title information to further enhance our file auto VIN data hygiene.

There are between 650,000 to 1.2 million auto trade in's each month **Please Note** that in the past 28 months over 40 million people have either sold or traded for a new or use Auto, **Datamasters is the only company that provides this unique patent pending state-of-the-**

art hygiene process to track these changes in auto ownership. Datamasters subscribes to the theory that who you market to, is just as important as whom you don't with regards to ROI. It is our job to make sure you reach the actual current owner of an automobile, not someone who owned a particular automobile last month.

Datamasters Auto Owner data is updated monthly and is certified for accuracy:

- Over 10 primary and proprietary data sources
- Over 90+ Million households
- Information on over 200 Million vehicles
- Selectable consumer demographic file life style overlays

RSI DVP State Approved:

Datamasters is committed to adhering to all federal, state and local compliance regulations with respect to the security and confidentiality of data. Compliance by all parties associated with the handling, processing of and access to the data are subjected to the Confidentiality and Safeguard provisions of the Gramm Leach Bliley Act (GLB) and the Fair Credit Reporting Act (FCRA).

Direct Mail, Telemarketing and e-mail offers using lists that are prescreened from credit bureau information are subject to certain rules and regulations that do not apply to other types of marketing lists. Credit screened lists are subject to the Fair Credit Reporting Act (FCRA) which requires that a firm offer of credit be extended to every name on the list. The Federal Trade Commission (FTC) is responsible for oversight and enforcement of the FCRA.

Non-credit screened Users are required by law to protect the data's confidentiality with at least the same degree of protection used to protect customary confidential information, providing reasonable measures are used to protect customary confidential information.

If confidential information is merged with other non-confidential information, lists, or databases, the entire merged data file is considered as Non Public Private Information (NPPI) and is legally subject to both the GLB and FCRA Confidentiality and Security requirements.

Users are required to keep all NPPI (Confidential Information) secure, both physically and electronically. If NPPI is added to a User's suppression file then the entire suppression file becomes NPPI and is therefore subjected to the security and confidentiality provisions of both GLB and FCRA.

Only people with a need to know can have access to the NPPI. Users must inform any employees or others with access to NPPI of the Confidentiality and Security provisions of GLB and FCRA.

Users of the NPPI have important obligations to notify all necessary people, who will use, manage, see or manipulate the NPPI of their obligations to keep the NPPI secure and confidential, both physically and electronically. We understand and concur that these are important legal requirements. Failure to adhere strictly to the obligations required of Users by both GLB and FCRA can result in fines or other penalties. It is the responsibility of Users to

notify any other parties employed by Users or who are given access by Users to the NPPI of their respective obligations under GLB and FCRA.

Moreover, Datamasters fully complies with the CAN-SPAM Act, the federal Children's Privacy Protection Act, the California Privacy Protection Act, and the Direct Marketing Association (DMA) Privacy Promise. The data included in our files do not include sensitive information such as medical records, social security numbers, credit card numbers or credit history.

Datamasters only collects non-confidential personally identifiable information, such as first and last names, email addresses, and physical location addresses about consumers who have voluntarily provided information about themselves, have opted-in, and have been supplied clear and conspicuous notice that their electronic email addresses, postal addresses or both could be transferred for use by a third party.