

# The TRUTH About Your DATA



In our connected culture, we are the curators of our own digital lives. That means choosing how we want to be marketed to – and staying connected with the brands, products and services that make our lives better.

Learn more about the marketing data in your life.

## What is Marketing Data?

Marketers use data from three sources to connect you with valuable offers and the things you really like.



### Data You Provide

- Marketing forms you fill out – such as an application for a frequent flyer program

### Data from Public Records

- Marriage licenses, home ownership records



### Data That is Inferred by Your Interests.

- If you visit a lot of golf websites – or garden websites, marketers will infer you like golf or gardening

## Every Minute of Every Day



Source: DOMO, "How Much Data is Created Every Minute," 2012

## What Happens to All that Data?

Marketers use data to provide you – their customer, with relevant and personalized experiences. You benefit in three ways:

- MORE OF WHAT YOU LIKE.** Marketers only use your data to send you more relevant advertising, offers and invitations.
- BETTER PRICES.** When marketers can send offers just to those who want them, that lowers costs – and makes prices more competitive.
- BROADER ACCESS.** Everyone can choose to be connected to relevant marketing, even those who live in rural areas.



**53%** of consumers will exchange reasonable amounts of data for free services or better benefits.



**58%** of consumers cite trust as the most important factor when deciding to share information.

Source: DMA UK, "Data privacy: What the Consumer Really Thinks," 2012

# The Skinny on Marketing Data

When marketers advertise to the right audience, it means you see more messages for products and services you like and need – and less for those you don't. This connects you with offers you can use, keeps costs down and improves your access to products and services. Responsible marketers are interested in categories of customers, using data to match people with just the kinds of products and services they want, when they want it. Your data choices inform marketers on how to match those categories to the right people.

RESPONSIBLE MARKETING	JUST PLAIN WRONG
<p><b>What is it?</b> Your name, gender, ZIP code, marital status, and other demographic information.</p>	<p><b>What it's NOT</b> Your social security number or your credit card number.</p>
<p><b>Where does it come from?</b> Reported by you (online forms), in public records (census), based on your transactions and activities, or inferred by your public behavior. (Like if you visit a lot of golf sites, you may get ads for golf clubs.)</p>	<p><b>Where it DOESN'T come from</b> Sensitive data about children, healthcare or financial decisions – all of which is protected by law.</p>
<p><b>What is it used for?</b> Marketing data for marketing purposes helps you find products, content and services you love.</p>	<p><b>What it's NOT used for</b> Used to make any decisions about credit or healthcare eligibility or financial status.</p>

## Make Your Own Choices.

Share your data to get exactly what you want, when you want it. The Direct Marketing Association (DMA) is a nonprofit trade association that guides marketers on how to use data responsibly. In fact, we enforce a strict set of guidelines for all responsible marketers and post a list of those with bad practices on our website:

[thedma.org/compliance](http://thedma.org/compliance)

Get engaged in your own choices with the tools listed in the table at right.

### Responsible Tools You Can Use

	Opt-out from ads that aren't for you	<a href="http://aboutads.info">aboutads.info</a>
	Direct mail preference service	<a href="http://dmachoice.org">dmachoice.org</a>
	File complaint for ethics or online behavioral advertising	<a href="http://thedma.org/compliance">thedma.org/compliance</a>
	Get removed from calling lists. If you are a customer of any company, you can ask to be on their internal Do Not Call/Mail list.	<a href="http://donotcall.gov">donotcall.gov</a>
<b>Unsubscribe from unwanted email.</b>	The best way to reduce clutter in your inbox is to unsubscribe from unwanted messages directly with the sender.	Directly with each sender
<b>Be Active.</b>	Know what marketing information is held on you, and customize it!	
	Acxiom's About the Data	<a href="http://AboutTheData.com">AboutTheData.com</a>
	The Blue Kai Registry	<a href="http://BlueKai.com/registry">BlueKai.com/registry</a>
	Epsilon's Preference Center	<a href="http://Epsilon.com/Consumer-Preference-Center">Epsilon.com/Consumer-Preference-Center</a>
	Experian's Privacy Site	<a href="http://Experian.com/Privacy/Index.html">Experian.com/Privacy/Index.html</a>
	Google Ad Settings	<a href="http://Google.com/Settings">Google.com/Settings</a>
	Yahoo Ad Interest Manager	<a href="http://info.yahoo.com/privacy/us/yahoo/opt_out/targeting/">info.yahoo.com/privacy/us/yahoo/opt_out/targeting/</a>