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  
• Mortgage 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

<table>
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<th>Likes</th>
<th>Tweets</th>
<th>Apps</th>
<th>Online</th>
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What Happens to All that Data?  
Marketers use data to provide you - their customer, with relevant and personalized experiences. You benefit in three ways:

1. MORE OF WHAT YOU LIKE. Marketers only use your data to send you more relevant advertising, offers and invitations.
2. BETTER PRICES. When marketers can send offers just to those who want them, that lowers costs - and makes prices more competitive.
3. 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 location as the most important factor when deciding to share information.

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.

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 set of guidelines for all responsible marketers and post a list of those with bad practices on our website - theDMA.org/compliance

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

Responsible Tools You Can Use

- DMR (Do Not Email Registry) - DMRL (Do Not Email Registry)
- FraudCheck.org
- Direct Mail Preference Service
- Media.org
- DMA.org/Compliance
- Executive: Privacy Summit
- Google Ad Settings
- Yahoo! D3I: Internet Manager