,QIRUPDWLRQDQWDQ3GUR FHVVKHQ5J9&W

$ JXLGH IRU 9HUWHFWLQFDHUX BQG 9HWHULQDU\ 3UDFWLWLRQ

+RZ ZH XVH FOLHQWDQ GRFXPHQWDWLRQ 'DWD 3UURWHFWLRQ /

:KDW \RX SUDRYLGH RXU UHVSRQVLEOH SRSXODWLRQ DQDOWLHVWRQDQGVXFK DV DGGUHVVVSURYLGXHGDE\DWD &RQWURODOO'HDWDH3VURFHUU SXKHSRVHV RUIHHOUUDQG RWKHU DUHHQJHDYJDHQWFOLQLF

,W LHVOG EL\QXDFFRUGDQ'FDHWZLWKR8V.HFWLRQ /DZ DQG WKH *HQHUDO 5HJXODWRLQRQ\RXDVV WDKWRQWUKRDYSHUEHSHQORUWKG FOLHQW RI WKH UHIHUUDOW /KH x•

H SXUSRVHVRQOWLO VXFK WLPH DV WKH\ UHJLVWHU ZLWK XV

7KH ODZ UHTXLUHV WKDW KZDHYGHRK4P5HQ&WDHQGJ\HRPXHQW QRW QHFHVV FRQWUDFW VHWWLQJ RXW UHVSHFWLYH UROHV DQG UHVSRQVLEL LQFOXGLQJ ZKRFDLQ GRQWGXFDWO VI WKHRZDHQWUHWRQFRPSOHQU ULJKW XQGHU WKH *'35

7KLV GRFXPHQW LQ FRPEL QW LSRQL ZQWXSRRWUWFHG QEURWKDHWLRQ \RX SUGRHY WR \RXU FOLHQWV UHJDUGLQJKDHHQJVGHOWDUZHLWXLUHMP ODZ

,I \RX ZLVK WR KDYH DRUURDPURHHPRQWWUZDLFWK XV GDWHD#SRF DVFXFR KRZHV WKH SULPDU\ SURWHFWLRQ IRU FOLHQWV VKRXGHG WER WKH WKHP

:KDWWHKRODQG RXU UHVSR:QVLEOLWLHEHVLHQW WKHQ HQJDJHV ZLWK SHUVRQDO GDWD ZLWKDEWRUSURQWHFWLRQ /DZ DQG WKH *HQHUDO 5HJXODWLRQ GDWD ZH FROOHFWOLGHLQWFLWOWKHUHQHWHDWWDWSRQV &RQWUROOHU

:H XVH WKH FOLHQW SHUVRQDO GDWD WR SURFHVW WKHRFPDQDEHO LQV ELOOLQJ DQG ZLWK WKHUNHWRQJHQWSGDWWXHDO HFDUHSSRLQWPHQ YDFFLQDWLRQ UHPLQGHUV RU IROORZLQJ XS ZLWK FOLHQWV RQ SUDFWLFHH HHGLQJ HQYLURQPHQW WKUDQGLHQG XWRVWRQHDWZKHDFUF DGYDQFH DQG HQKDQFH YHWDHQDLQHDHQGWDUHDQWPHQW RI GLVHDVH

:H LQIRWRFHOLHQW RI RXU XVH RIRWXHHURQDQWDDWQKGUWHUHVWUDWLRQ WKURXJK&OLHQW 3UDQGFZLWKHUWRHUHRQ&RWLHRQOLF\

,I \RX KDYH DQ\ TXHULHV RU FRQFHUQV DERXW KRZ WH PDQDJH µ GDWD#UYF DF XN

)XUWKHU UHTXHVWVRUPDWLRQ LQRXUHSVSRDDWWRLY$QWWHKRXJK JHQHUZDHOOOGRQWVW LVLERVH WKDW IURP WLPH WRWRXULRHFZHO D PHP DFDGHPLF DWWDIXHEUQWRQWDFW \RXU WRODVHQW LQRQWDHWR GHWDLO FRQWDFW WKHWPKDHQGWRVSDUWLFLSDXWWKLQRWXHSWDUHFKH WR XV XQOH