

, QIRUPDWLGRDWDQSGURFHWKHQ59BW
\$ JXLGHIRU9HWHFWLQDHXBQG9HWHULQDU\3UDFWLWLRQ

+RZ ZH XVH FOLHQWQGRPSDDWKR8Q 'DWD 3URWHFWLRQ /
:KDW \RX SURDYLGRXU UHVSROVLEHQWLWHLWRQDODBBVDQGVXFK DV
DGGUHVVSURYLGRXGDEADWD &RQWRUDDO'DWDHBUURU U\KXHSRVHV
RUHIFUUDQG RWKHU DGHQJYDIEW/QFVQLQLF

,W HVOE ELQXDFFRUGDQ'DHWZLWKR8V.HFWLRQ /DZ DQG WKH *HQHUDO
5HJXODVRLGRQRXDDV WDWDRQWURDYCHBSHQORUWK8 FOLHQW RI WKH
UHIHUUDOW /KH x•

H SXUSRQBVRQDOWLO VXFK WLPH DV

WKH\ UHJLVWHU ZLWK XV

7KH ODZ UHTXLUHV WKDW KZBYGRKMP5DQWHDG JHRPHQW QRW QHFHV
FRQWUDFW VHWLWQJ RXW UHVSHFWLYH UROHV DQG UHVSROVLEL
LQFOXGLQJ ZKFDLQGRQWDFWOLI WKHRZDHLWUWBRQARRISV8HQQU ULJKV
XQGHU WKH *'35

7KLV GRFXPHQW LQ FRPBLDQWLSQLZOVKSSAVLWFHQBWRWKDWLRQ
\RX SURYWR \RXU FOLHQWV UHJDUGLQXJOKBBHQWVGLWZLTXKUXMP
ODZ

,I \RX ZLVK WR KDYH DRURDPURIHPRQWUZLFWK XV GDVHD#SOFDFHXFR
KRZHV WKH SULPDU\ SURWHFWLRQ IRU FOLHQWV VKRXCOCVER WKH
WKHP

:KDWZHKRODGRXU UHVSROVLEHWLWHLWRQWKHQ HQJDJHV ZLWK
SHUVRQDO GDWD ZLQKDBFVDSURVHFWLRQ /DZ DQG WKH *HQHUDO
5HJXODWZLRQGDWD ZH FROOHFWLGLQWFLWOWKHRRPSDDWDDSRQV
&RQWUROOHU

:HXVH WKH FOLHQW SHUVRQDODGGVFRPSORVGHWKMRFDQDDBO LQV
ELOOLQJ DQG ZLWK PDUHNUHVRQVHQWVSGDOWFLDHF DUBSSRLQWPHQ
YDFFLQDWLRQ UHPLQGHUV RU IROORZLQJ XS ZLWK FOLHQWV RQ
SUDFWLFHHHGLQJ HQYLURQPHQW WKUDQGLQGXFDVYRQDHFZKIDRF
DGYDQFH DQG HQKDQFH YHFDHODQDFDQDOWUHDQVCPWQW RI GLVHDVH

:HLQIRWFFLHQW RI RXU XVH RIRWKELRQDDQJDDQGVEMHJKW WUDWLRQ
WKURDXJKOLHQW 3UDQGFZLWVKHUMH'URKQFRWHRFOLFL\

,I \RX KDYH DQ\ TXHULHV RU FRQFHUQV DERXW KRZ VHPDQDJH p
GDWD#UYFDFXN

)XUWKHU UHTECHLWQWRUPDWLRQ LQXUHSRDUVWRLY\$QVHKRXJK
JHQHLDHDOOGBRWRV LVLSRQV WKDW IURP WLPH RRRVULPHFZHO DPHP
DFDGHPLF DVWIXBRUQWRQWDFWV\RXUVRQDLVQWQLGRQVGHVW
FRQWDFW WKNHPKDEGWRVSDUWLFLLSRXWMLKBRVGSVQKHFH WR XV XQOH

