

# Protect



Over a 40 year period, Acxiom has continually invested in bureau technology and processes, enabling our clients to benefit from speed of throughput, accuracy of data processing and importantly, lower costs. No matter what the size or scale of our clients' databases, the business issues they face or the industry they're in, our bureau services bring them leading edge solutions.

With the launch of Acxiom Bundles, we have been able to pre-package our bureau services into a format that allows us to cut our internal processing and people costs, savings which we are in turn then able to pass on to our clients. As such we are pleased to be able to offer our clients the benefits of Acxiom's bureau services for a fraction of the price of not only Acxiom's existing bureau services rate card, but standard bureau pricing in the market. Analysis has shown that the Bundles offer up to 53% reduction over a typical bureau for the equivalent piece of work.

The Protect bundle focuses on consumer's privacy. It identifies consumers where future communication may lead to privacy issues.

- The Protect bundle builds on the foundations of the Clean bundle and uses preference and suppression information to ensure that customers rights are protected and they do not receive intrusive mailings.
- Lack of attention to privacy can result in large fines, negative publicity and a loss of customers.

For more information on Bureau Service Bundles  
call us on **0800 035 2755**