

AGENDA
Data-Sharing & Data-Driven Decision-Making Task Force

Wednesday, October 9, 2019
10:00 AM
Acxiom
301 E. Dave Ward Drive, Conway, AR 72032, Arkansas

Sen. Jane English
Sen. Lance Eads
Sen. Will Bond
Sen. Breanne Davis
Sen. Greg Leding
Sen. James Sturch

Rep. Stephen Meeks
Rep. Fredrick J. Love
Rep. David Whitaker
Rep. Justin Boyd
Rep. Karilyn Brown
Rep. Austin McCollum

- A. Call to Order
- B. Comments by the Co-Chairs: Senator English and Representative Meeks
- C. Consideration to Approve September 11, 2019 Meeting Minutes [EXHIBIT C]
- D. Presentation by Acxiom on Data Collection and Utilization
 - 1. Welcome to Acxiom – Drew May, Chief Client Officer
 - 2. Identity – The Key Component – Kyle Holloway, Senior Director of Products
 - 3. How Data is being Used Today – Jeff Wingfield, Senior Director of Data Strategy
 - 4. Bringing Siloed Data Together – Tom Hutchison and Keith Jordan – Principal Product Directors
 - 5. Ethical Data Use – Jordan Abbott, Chief Privacy Officer
 - 6. Closing Remarks – Drew May, Chief Client Officer
- E. Other Business
- F. Adjournment

To participate in meeting dial 1-877-411-9748 and enter Access Code 3067760 .

Refreshments Available To All In Attendance

Note: All exhibits for this meeting are available by electronic means and are accessible on the General Assembly's website at www.arkleg.state.ar.us

Notice: Silence your cell phones. Keep your personal conversations to a minimum. Observe restrictions designating areas as *'Members and Staff Only'*.