ON THE PHYSICAL THREAT OF AI SYSTEMS
ACXIOM

Axiom, a large consumer data broker, provides up to 3,000 attributes and scores on 700 million people in the US, Europe, and beyond.

ABILITEC LINK
Data on persons, households, buildings and places

LIVERAMP
Identity linking services
Data store: companies can buy and sell data

Client companies can combine their own customer data with profile data from Acxiom and its partners. They can then share and utilize it on 500 platforms.

Since decades
- 47 of the Fortune 100
- Telecom
- Banks
- Insurers
- Government
- Healthcare
- Credit Card Issuers
- Retailers

Acxiom manages 15,000 customer databases with 2.5 billion customer records.

Acxiom provides data, marketing, identity, and risk services.

Recent years
- Google
- Facebook
- Twitter
- Experian
- Equifax
- TransUnion
- Epsilon
- CoreLogic
- IBM
- Microsoft
- and 100 other data providers

Ibotta
- Purchase data

Samba TV
- TV data

Crossix
- Health data

Freckle IoT
- Location data

45 years of data on name and address changes.

Profile and sort customers
Find and target people
Personalize content & offers
Measure how people behave
Sell data
ON THE EMOTIONAL THREAT OF AI SYSTEMS
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Banks
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Government
Healthcare
Credit Card Issuers
Retailers

SINCE DECADES

ACXIOM manages 15,000 customer databases with 2.5 billion customer records.

Acxiom collects data from thousands of sources:

- Purchases
- Bankruptcies
- Driver's licenses
- Criminal records
- Court records
- Warranty registrations
- Voter records
- Consumer surveys
- Property records
- Vehicle records
- Magazine subscribers
- Telephone directories

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Location data
Human-friendly progress is a function of value creation.
THREE THREATS COMING FROM THE NATURE OF THE DIGITAL FABRIC