



Acxiom InfoBase® Update: Changes to Sensitive Data Elements on AccuLeads

Please note that Acxiom will discontinue the delivery of specific data elements classified as **"sensitive data"** under the **Protecting Americans' Data from Foreign Adversaries Act, 15 U.S.C. 9901 ("PADFA")**.

PADFA is a new federal regulation enacted in 2024. Its purpose is to **prevent data brokers from transferring personally identifiable sensitive information of U.S. individuals** to foreign adversary countries or entities linked to them. The law imposes significant civil and criminal penalties for noncompliance, and Acxiom is taking preemptive steps to ensure full compliance with these regulatory requirements.

In response, effective **Wednesday, October 15, 2025**, a change will occur on AccuLeads* that will impact your access to specific attributes within the Acxiom InfoBase file, including:

- **Ethnic Groups**
- **Language Preferences**
- **Religious Affiliation**
- **Occupation**
- **Veteran in Household**

*At this time, these changes only impact the Acxiom Infobase file on AccuLeads; the other consumer files, Compact Consumer Plus and Epsilon TotalSource™ Plus, have not reported pending changes; however, it is possible that this could occur in the future.

Please review your current data usage and any dependencies on the impacted elements so that you are prepared once the attributes are removed from AccuLeads.

For assistance navigating this change or identifying alternative data sources, please contact your Account Representative.