



42 PRINCIPLES:

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44 I. *Education*: Individual reference services shall individually and through their industry groups  
45 make reasonable efforts to educate users and the public about privacy issues associated with their  
46 services, the types of services they offer, these principles, and the benefits of the responsible flow -  
47 of information.

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A. *Selective and Limited Distribution of Non-Public Information*: Individual reference services may distribute NON-PUBLIC INFORMATION without restriction of its contents only to qualified subscribers.

1. Qualified subscribers for the selective and limited distribution of NON-PUBLIC

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242 PLEDGE:

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244 The undersigned companies pledge to introduce and follow the above industry principles at the  
245 earliest practicable opportunity or by December 31, 1998, whichever is sooner.

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Acxiom Corporation

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CDB Infotek, a ChoicePoint Company

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DCS Information Systems

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Database Technologies, Inc.

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