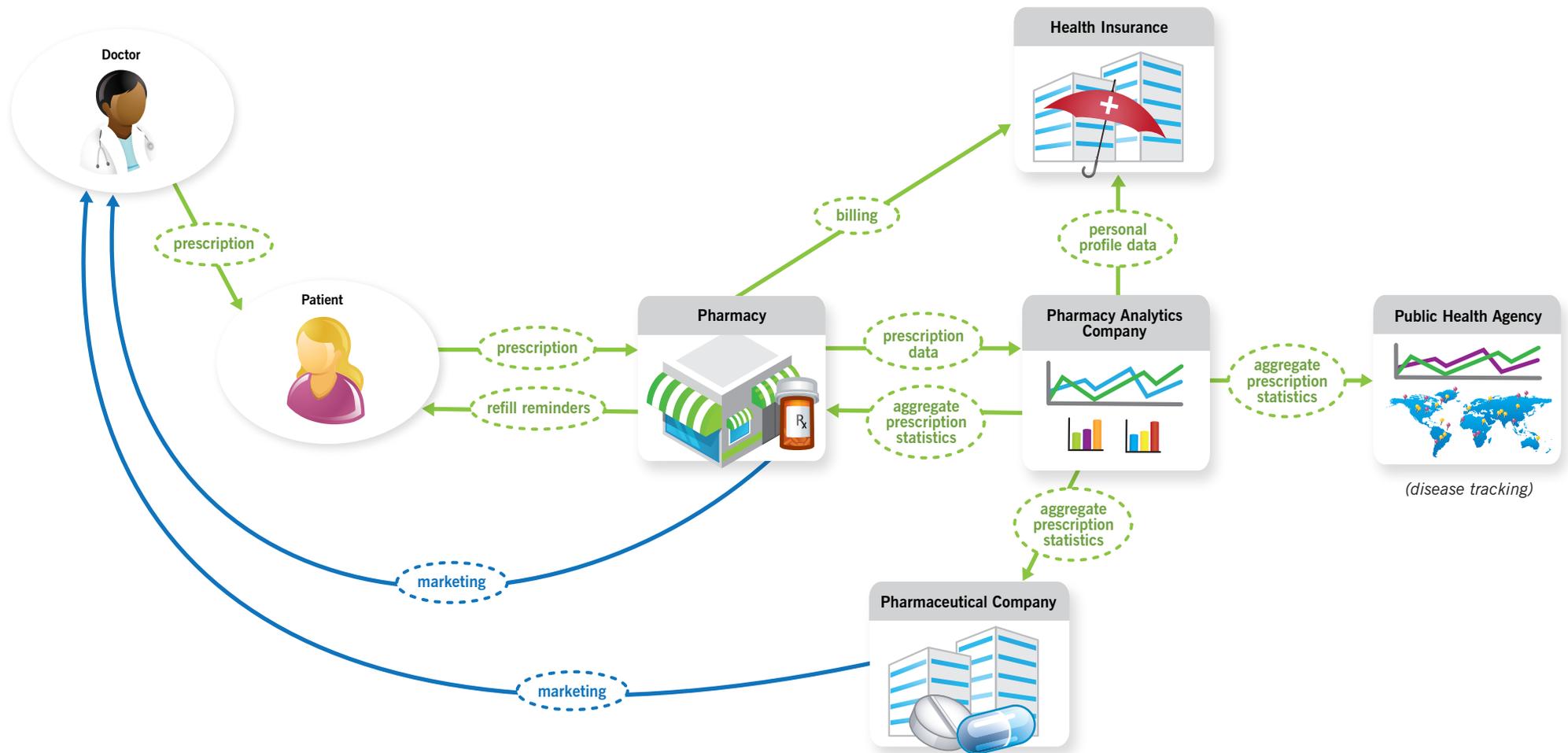


# Medical Prescriptions

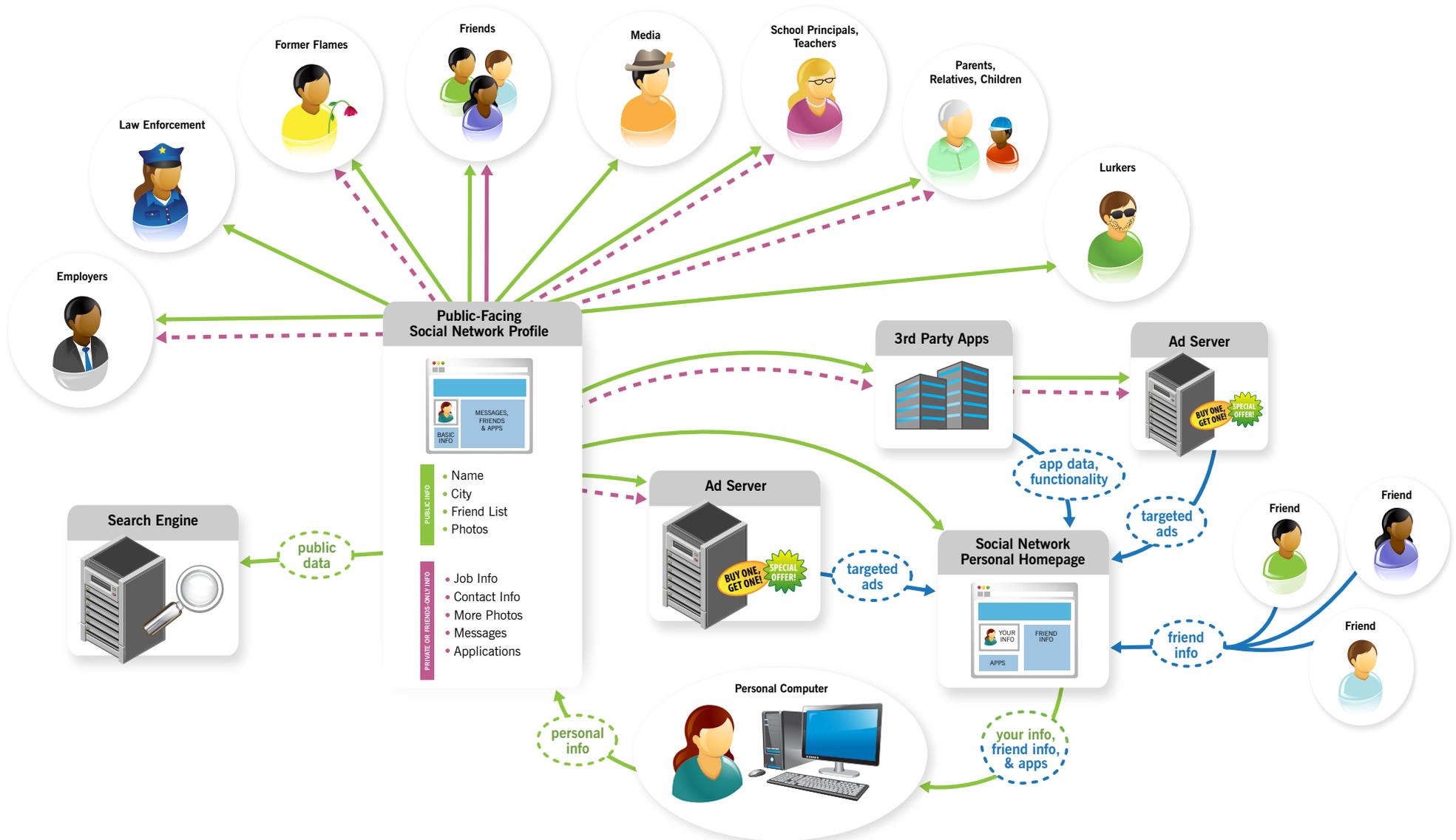


● Green arrows represent the flow of **consumer data**.

● Blue arrows represent the flow of **3rd party information & offerings**.

\* This diagram represents a typical flow of information related to some medical and pharmaceutical companies. Not all medical and pharmaceutical companies operate exactly like this diagram.

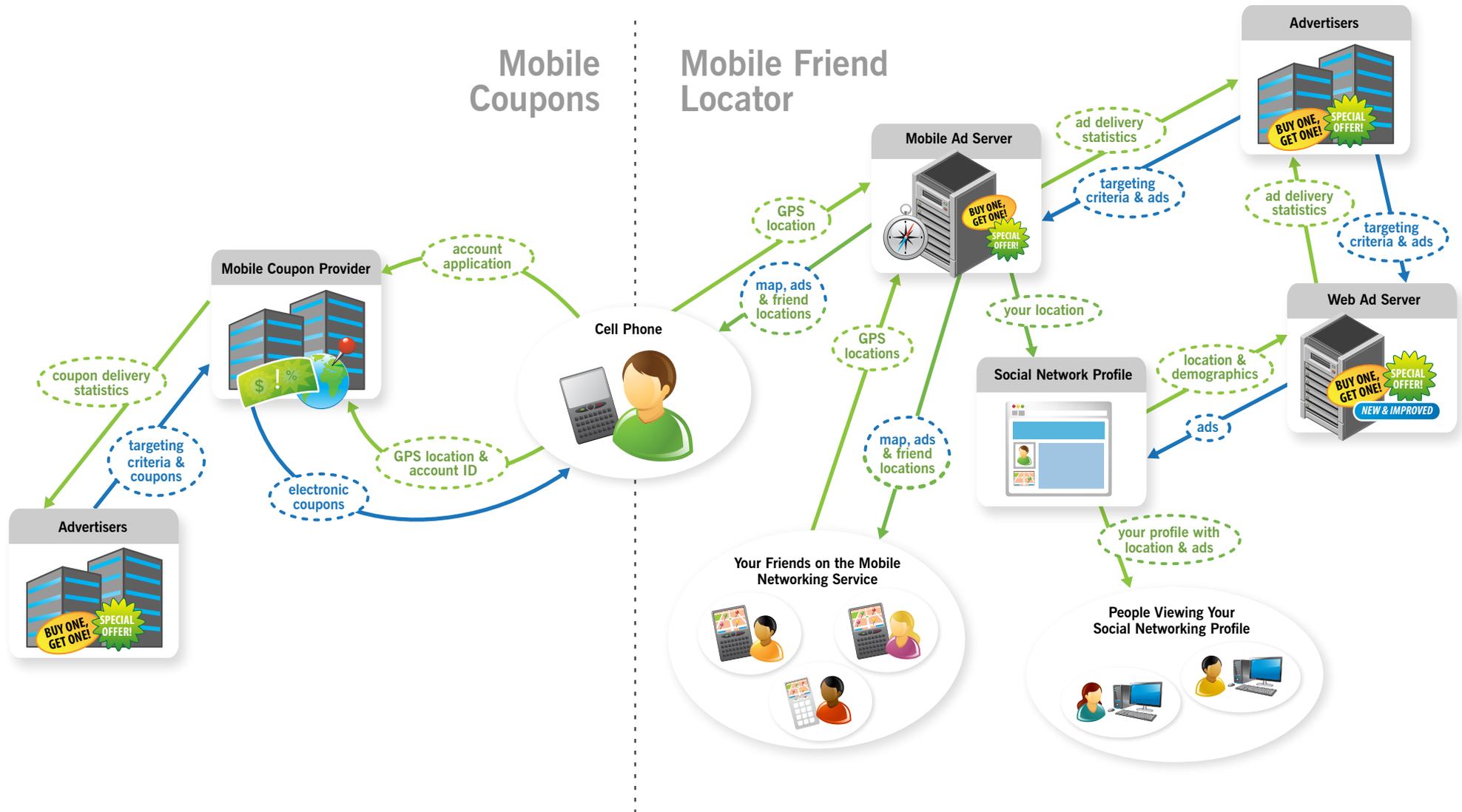
# Social Networking



- Pink arrows represent the flow of **private consumer data**.
- Green arrows represent the flow of **public-facing consumer data**.
- Blue arrows represent the flow of **3rd party information & offerings**.

\* This diagram represents a typical flow of information related to some social networks. Not all social networks operate exactly like this diagram.

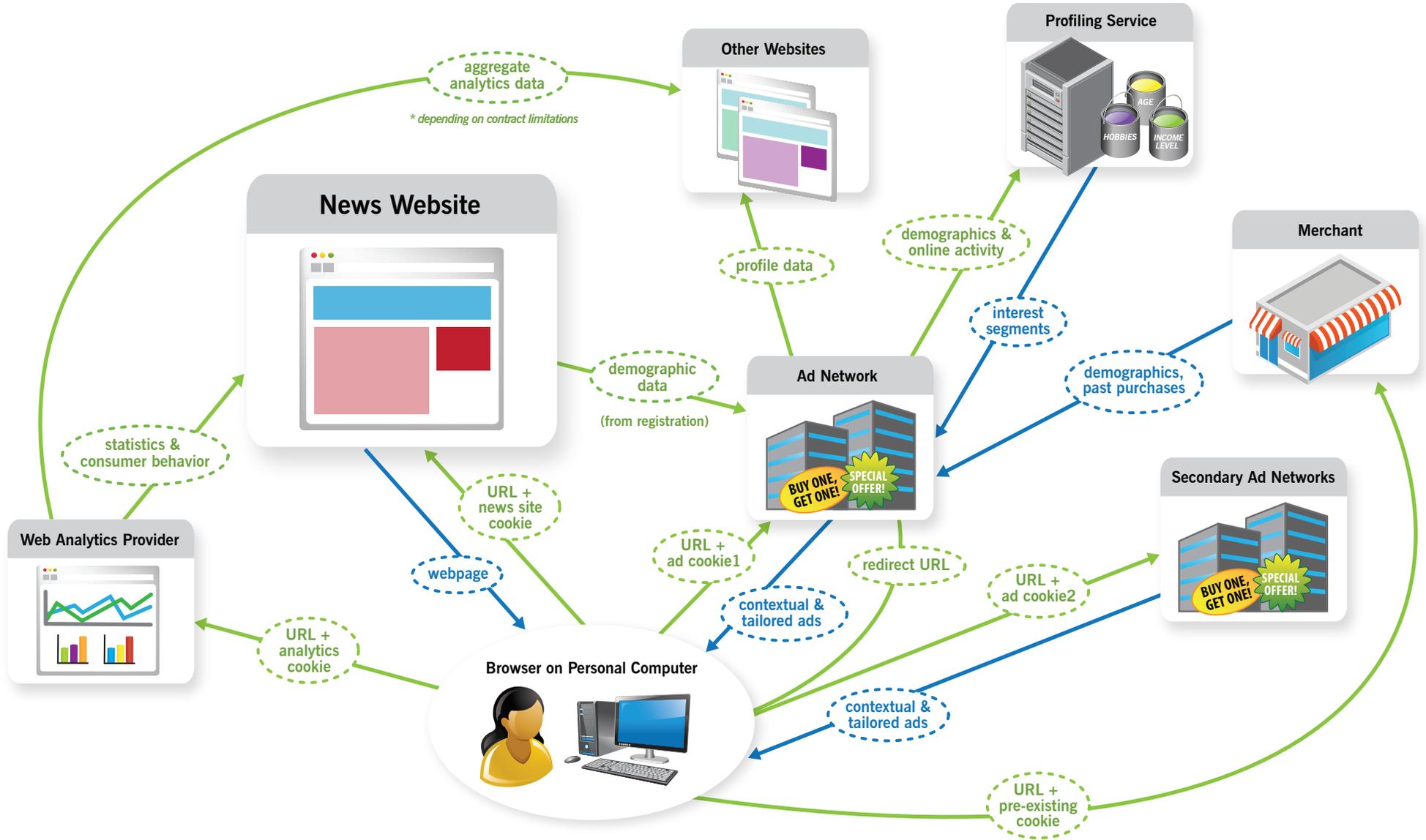
# Mobile Phones



- Green arrows represent the flow of **consumer data**.
- Blue arrows represent the flow of **3rd party information & offerings**.

\* This diagram represents a typical flow of information related to some mobile phone services. Not all mobile phone services operate exactly like this diagram.

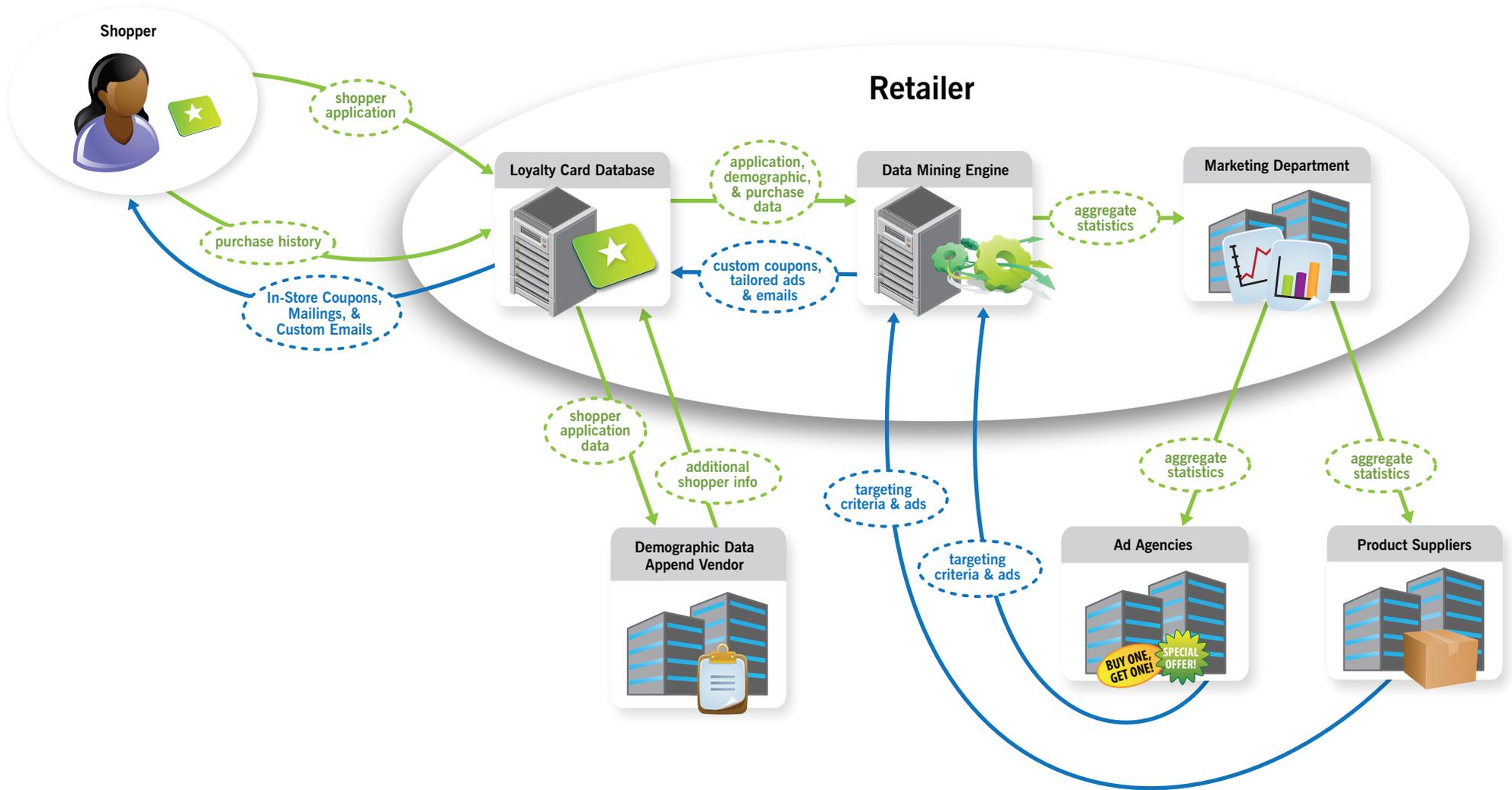
# Online Behavioral Advertising



- Green arrows represent the flow of **consumer data**.
- Blue arrows represent the flow of **3rd party information & offerings**.

\* This diagram represents a typical flow of information related to some online behavioral advertising. Not all online behavioral advertising operates exactly like this diagram.

# Retail Loyalty Card



● Green arrows represent the flow of **consumer data**.

● Blue arrows represent the flow of **3rd party information & offerings**.

\* This diagram represents a typical flow of information related to some retail loyalty card programs. Not all retail loyalty card programs operate exactly like this diagram.