

**To:**           **Alliance for Audience**  
                  Email: [Census@allianceforaudience.org](mailto:Census@allianceforaudience.org)  
                  Fax:   866-232-1799

**Subject:**     **Arizona Community Database**

Client Name: \_\_\_\_\_

Mail House Name: \_\_\_\_\_

On behalf of the above named client, the above named mail house company requests that Alliance for Audience provide a ***confidential authorization key*** to access data from the Arizona Arts & Cultural Census/Community Database.

As part of this program, the mail house understands that it will be provided with confidential and proprietary lists of names, addresses and/or other information from the Community Database that belong to one or more participants in the Community Database program (the "Confidential Information"). As a specific condition of participation in this program, the mail house will keep the confidential authorization key plus any information accessed from the database confidential (including from its client), and will use it only for its intended purposes (i.e. not use it for any purpose that is not specifically authorized in writing by the owner of the data).

The rights to use any list or other information drawn from the community database are for one time (only) use and then solely and exclusively for the purpose of the arts & cultural organization that has contracted for service, including any response tracking services, if appropriate. The mail house in no way acquires ownership or rights to further usage of the Confidential Information. Because this Confidential Information is valuable property and is of a highly confidential nature, the mail house agrees not to disclose, transfer, duplicate, reproduce, or retain in any form or manner whatsoever all or any portion of the said mailing list(s), or to use the information for any unauthorized purpose (that is not expressly authorized by the owner of the data). The mail house further agrees that its employees, agents, contractors and/or any other persons having contact with the Confidential Information are legally bound by the terms of this Agreement, and that the mail house has taken such precautions as necessary to ensure their compliance.

The mail house agrees that the above-stated conditions are in effect until terminated by written notice from Alliance for Audience. Even if this agreement is terminated, the obligations to keep the Confidential Information confidential shall continue until such time as the owner of the data or Alliance for Audience specifically authorizes release of the data. Violation of this agreement in any way may result in the suspension of privileges to receive data from the Arts & Cultural Census/Community Database, and may also give rise to legal liability for breach of contract, infringement of intellectual property rights, and/or any other legal doctrine.

This is a legally binding agreement that contains our complete understanding with regard to the confidentiality of data provided, that is governed by Arizona law, and that can only be modified by a written document signed by both parties. The signature below indicates our acceptance of these terms on behalf of our company.

Agreed on behalf of  
Mail House Company Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Phone & Email: \_\_\_\_\_ / \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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**PLEASE RETURN THIS LETTER IN FULL TO ALLIANCE FOR AUDIENCE:**

BY FAX: 866-232-1799  
BY SCAN: [Census@allianceforaudience.org](mailto:Census@allianceforaudience.org)

For additional information or assistance, please contact Alliance for Audience at 602-971-2223:

- Matt Lehrman, Executive Director: [MLehrman@allianceforaudience.org](mailto:MLehrman@allianceforaudience.org)
- Margaret Fallon, Director of Services [MFallon@allianceforaudience.org](mailto:MFallon@allianceforaudience.org)

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FOR OFFICE USE:

Received: \_\_\_\_\_

Approval: \_\_\_\_\_

Key Provided: \_\_\_\_\_