

BrandLoyalties, Inc.

Questions	Response
FIRM OVERVIEW	
Please describe your firm and the services you provide including an overview of your data and information services:	BrandLoyalties, Inc. is a unique quantitative research provider to institutional investors that uses online consumer behavior to generate forward looking daily signals based on shifting consumer loyalty to (and opinion of) the brands of over 1800 publicly traded equities US equities (plus another roughly 500 Asian and 200 European equities). We track daily online consumer citations of brand names and identify which equities are likely to be impacted (positively or negatively) by changing consumer opinions of those brands. The key criteria for coverage include a significant online presence for the brand names of those equities (called the equity's web "luminosity") and a reasonably strong link between on-line brand name citations and consequential revenue for the corporation (referred to as the "signal relevance" for that corporation's brand names). BrandLoyalties.com determines the velocity of change in consumer brand loyalty — ranking the 1800+ US stocks on this measure from top to bottom each day. The suite of metrics also includes changes in year-over-year citation share over the trailing quarter and the historic correlation of such citation rates to reported revenues and equity price movements. Additionally, alerts are provided for sudden changes in citation rates that may signal unfolding or significant PR windfalls and/or nightmares.
What year was your firm established?	The Consumer Metrics Institute, Inc. was founded in 2009. BrandLoyalties, Inc. was spun off in 2018 to better align corporate identity with the working brand and the website BrandLoyalties.com.
What type of data does your firm provide?	Brand loyalty data for consumer durable goods producers and retailers
How will the data be delivered?	Via nightly electronic transmissions; generally utilizing push or pull FTP
Will there be any timing differences in the delivery of the data to one client versus your other clients?	All clients receive daily FTP transfers during the same ~ 01:00am ET transmission batch.
Please provide the approximate number of firms you currently provide services to:	12
How frequently is the data updated?	Daily
Do you have written agreements in place with most clients?	Yes
Do you have a standard agreement?	Yes
CONTENT OWNERSHIP OVERVIEW	
Is your firm the original author of the information provided?	Yes
Does your firm utilize data from other data providers in order to derive the data being provided?	No
Does your firm utilize data that is privileged, not publicly available or that could be construed to be insider information?	No. All of our metrics derive from information that is publicly available and can be obtained anyone with internet access. All of our data derives from original lexicographic analysis of anonymous internet content. It is fully GDPR compliant.
Does your firm utilize data that is copyrighted or the intellectual property of other parties? If so, are you licensed to use that data?	Because of the way that we process and store what we observe on the public portions of the internet we are in full compliance with the United States Copyright Act of 1976, 17 U.S.C. § 107. In the context of that code section a statistical or lexicographic study of vocabularies found on the web constitutes a "fair use" research of any such materials. We do not replicate, distribute or store any of the raw materials we encounter. The only data that we store are disassembled, aggregated, sorted, and tallied lists of common language words that are themselves in the public domain – a compiled dictionary from which the individual original raw web materials (and their intellectual property content) cannot be reconstructed. Our original research is transformative, lexicographic, statistical, word centric (i.e., thought, context and/or idea agnostic), without "substantiality" to the original raw material as a whole, and without impact on the "potential market for or value of" any original material encountered on the web – all in full compliance with 17 U.S.C. § 107.
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