

The Library seeks to pilot Analytics on Demand, a data analysis product from Gale. Gale, a part of Cengage Learning, is a leading publisher and aggregator of educational content, tools, services, and resources for libraries. The total cost of the product is approximately \$20,000 a year.

Analytics on Demand is a planning and performance measurement tool. It will enable the Library to learn more about our patrons by exploring in greater depth and detail our patron database and overlaying the information with demographic and consumer data. Analytics on Demand will also help us understand the profiles and neighborhood locations of both library users and non-users. The information will be valuable in reaching new audiences, creating new programs, and measuring the effectiveness of program and communication initiatives.

One of the sources of information for Analytics on Demand is Experian Marketing Solutions, which will provide Analytics on Demand with consumer data. Implementing Analytics on Demand requires the Library to enter into an agreement with Experian regarding the confidentiality of Experian's data and limiting the use of the data to the Analytics on Demand service. (At no point in the Analytics on Demand service will Experian have access to the Library's patron data.)

The proposed End User Agreement with Experian requires that the Library indemnify Experian (paragraph #8) and agree that Agreement will be governed by the laws of Illinois (paragraph #10). The Library believes these requirements are reasonable given the nature of the service and the valuable public purpose of the pilot project.