

Westwood College Lead Generator Audit Instructions

The purpose of this document is to outline the data review process and format requirements of files being transmitted to CompliancePoint for Westwood's Monitoring and Enforcement Program. The document will discuss file formats, file naming conventions, timelines, and file transfer methods.

Each lead generator is required to submit documents on an annual basis to CompliancePoint for review. The information provided by each lead generator must be complete, accurate and timely. If the lead generator does not possess the requested information, a response to that effect must be provided. Each lead generator will be notified with the requested month of data and all data that is pulled should be based upon the physical start and end date of the month. All information received from each lead generator will be treated as confidential and will not be disclosed to any party other than Westwood College or its authorized representatives.

All documentation for this annual review is due by no later than close of business Friday, May 9, 2014.

All files must be delivered to CompliancePoint's FTP site. Documentation and data may NOT be emailed or sent as an attachment. If a lead generator is providing the same type of data for more than one lead source, each document will need to be uploaded separately. All files must be delivered to CompliancePoint's FTP site utilizing the link and login information provided below:

URL: <https://xfer.dncsolution.com/EFTClient/Account/Login.htm>

User: westwoodlead

Pass: t9auxjyd

PLEASE NOTE: Due to the access rights you are given to the FTP site, your document will immediately disappear from your screen into the FTP once uploaded. Please **do not repetitively upload the document** as this will only create duplicates.

Please contact CJ Arthur if you have any questions or concerns regarding the transfer of documentation to the FTP site.

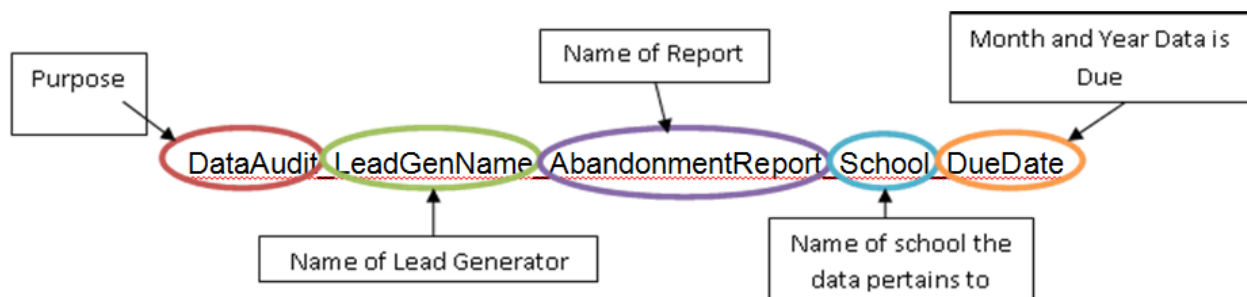
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There are currently only 2 different file types involved in the data audit process:

- 1) Sources, Web forms, URLs, and disclosures utilized to provide leads to Westwood
- 2) Telemarketing scripts utilized during calls if generating the lead for Westwood over the phone

***Lead generators must only upload data relevant to their current activities. If a lead generator has more than one call center, documentation for each call center needs to be provided separately if data is not centralized.**

Naming Convention Key:



** Please remember to insert your company name here; otherwise, we will not be able to identify your file.*

Sources, Web Forms, URLs, and Disclosures Utilized

The data provided must simply include the URLs and screenshots for the web forms. All web forms or URLs used to generate leads for Westwood should be provided. These include Westwood-specific web forms as well as lead generator or vendor-specific web forms that generate leads for a calling campaign for which the lead is generated for Westwood over the phone. These can be provided in a Word doc or Excel file.

The file naming convention should be as follows:

DataAudit_**LeadGenName**_WebForm_Westwood_MAY2014

Telemarketing Scripts

This process is necessary to ensure the appropriate express written consent disclosure is made. The most recent version of the Telemarketing Scripts utilized for the year 2014 should be provided. These scripts can be provided in a Word doc or PDF format.

The file naming convention should be as follows:

DataAudit_**LeadGenName**_TeleScript_Westwood_MAY2014