



Westwood College
7604 Technology Way
Suite 400
Denver, CO 80237
www.westwood.edu

April 1, 2014

Dear Lead Partner:

As the Agency acting on behalf of Westwood College, you are receiving this letter as written notice that CompliancePoint, Westwood's external compliance resource, will be conducting an audit of all Westwood's lead aggregators content relative to Westwood College. Westwood evaluates each lead partner to ensure these providers meet requirements and guidelines as they apply to the lead generation process and Westwood's direct marketing activities. Westwood will review all lead aggregator sources for compliance with requirements to ensure consumers will expect a telephone call from Westwood based upon the consumer's inquiry.

Included with this letter is a document that outlines the compliance requirements and how the audit process will work as the relationship between Westwood and the lead partner continues. We ask that you carefully review each of the documents accompanying this letter as well as complete the online profile that can be accessed at <https://www.keysurvey.com/f/567192/4684/>. The answers provided in the online profile will be collected and utilized to customize the review program for each lead generation partner based on the activity conducted on Westwood's behalf. **The online profile must be completed and submitted by no later than close of business Friday, April 18, 2014.**

The goal of this audit is to ensure that each lead partner is following legal compliance and brand guidelines appropriately. When the review is complete, CompliancePoint will provide a report back to Westwood stating the lead partner's compliance status and if any changes need to be made. We will be providing your contact information to CompliancePoint and CompliancePoint will be requesting specific information for evaluation. We ask that you fully participate with the requests and processes that they set forth to complete this task.

The information provided by the lead generator must be complete, accurate, and timely. All information received from the lead generator will be treated as confidential and will not be disclosed to any party other than Westwood or its authorized representatives.

If you have any questions, please reach out to:

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Sincerely,

Desiree Dallas