

From: Greg Horn [mailto:Greg.Horn@mitchell.com]
Sent: Friday, April 27, 2012 2:18 PM
To: Ron Pyle
Cc: Judell Anderson; Aaron Schulenburg (aaron@scrs.com)
Subject: RE: Public Request Follow Up

Dear Aaron, Ron and Judell,

We are in receipt of your letter in which you wrote of a public request on behalf of your members seeking removal of contractual clauses within End User License Agreements which require permissive access to aggregate and collect end-user data.

After a review of this request, as well as discussing the subject on the Collision Industry Council panel on data privacy, we continue to believe it is in the best interest of the collision repair industry, insurers and the motoring public in general to continue to provide aggregated anonymous data as a critical business tool for the industry. By allowing some shops to not provide critical labor and paint information, it is our belief that it would adversely affect the industry as a whole by not adequately representing a true direct repair labor rate. We believe the ability to manage business key performance indicators and request labor rate reviews based on a full population of uploaded estimates is essential for collision repairers to be successful. Withholding part use information would also adversely affect the ability for parts providers to monitor and plan for parts production or procurement accurately, therefore increasing cycle time and reducing customer satisfaction. I must reiterate that we do not supply statistics or data in a form that a single shop could be identified. We do not supply profitability information or detailed data from shops to outside parties, and therefore do not believe there is any 'threat' to collision repair facilities to provide labor and paint information.

We believe that once your member shops fully investigate what aggregated data is being shared and what steps are being taken to provide security and adherence to applicable law, they should be reassured that the provision of data is a benefit to the industry. Please accept this as the formal response you requested.

Best regards, Greg Horn
Vice President, Mitchell International