The following classification changes will be effected by this Notice of Changes:

<table>
<thead>
<tr>
<th>Action</th>
<th>Subclass</th>
<th>Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEFINITIONS:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Definitions Modified:</td>
<td>G06Q</td>
<td>30/0255</td>
</tr>
</tbody>
</table>

No other subclasses/groups are impacted by this Notice of Changes.

This Notice of Changes includes the following [Check the ones included]:

1. CLASSIFICATION SCHEME CHANGES
   - A. New, Modified or Deleted Group(s)
   - B. New, Modified or Deleted Warning(s)
   - C. New, Modified or Deleted Note(s)
   - D. New, Modified or Deleted Guidance Heading(s)

2. DEFINITIONS
   - A. New or Modified Definitions (Full definition template)
   - B. Modified or Deleted Definitions (Definitions Quick Fix)

3. REVISION CONCORDANCE LIST (RCL)
4. CHANGES TO THE CPC-TO-IPC CONCORDANCE LIST (CICL)
5. CHANGES TO THE CROSS-REFERENCE LIST (CRL)
2. A. DEFINITIONS (modified)

G06Q 30/0255

Definition statement

Replace: The existing Definition statement text with the following revised text.

Subject matter drawn to the analysis or interpretation of user data related to past interests, purchases, or preferences of a user or group of users in order to provide a present or future promotion to a target user or group.

Notes:

- For classification herein, the user data may include data of the target user or group, or may include data of a user or users other than the target user or group.
- User data may include data obtained from online sources (e.g., website cookies, social networks, etc.) or offline sources (e.g., discount cards, in-store activity, etc.).