

**From:** Alex Tayler alex.tayler@cambridgeanalytica.org   
**Subject:** Re: Call today with ACU  
**Date:** February 11, 2016 at 13:04  
**To:** Matthew Hunter matthew.hunter@cambridgeanalytica.org  
**Cc:** Alexander Nix alexander.nix@cambridgeanalytica.org, Brittany Kaiser brittany.kaiser@cambridgeanalytica.org

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AT

Yes, I can join the call

Alex

On 10 February 2016 at 19:33, Matthew Hunter <[matthew.hunter@cambridgeanalytica.org](mailto:matthew.hunter@cambridgeanalytica.org)> wrote:

Alex:

I wanted check to see if you would be able to join a call that Brittany and I are doing with ACU in the lead-up to CAPC in a couple weeks. The call is today at 4:00PM - it should end around 4:45 PM EST. We would not need you to jump on the line until 4:20 PM EST.

When Alexander and I met with them a couple weeks ago we proposed helping them to clean up their data list and provide them look-a-like targets so that they could market and communicate their conservative message to a broader audience.

In addition we would like to:

- 1) pull their data to help enhance our database, and
- 2) propose that we run their digital campaigns (this would need to be initially done as a pilot).

They currently have an in-house list of 500K in their file held by CMDI but also have a list agreement for an additional 50million republican conservatives with a firm called Cobalt.

The Mercer's are donor's to ACU, and John Bolton sits on the board.

Finally, we have an NDA signed and in place with them so we can have an open conversation about all of the above.

Please let me now if you have any questions or can join us,

Matthew

Begin forwarded message:

**From:** Matthew Hunter <[matthew.hunter@cambridgeanalytica.org](mailto:matthew.hunter@cambridgeanalytica.org)>  
**Subject:** Re: Cambridge Analytica  
**Date:** 10 February 2016 at 11:32:36 GMT-5  
**To:** Grace Morgan <[gmorgan@conservative.org](mailto:gmorgan@conservative.org)>  
**Cc:** Daniel Schneider <[DSchneider@conservative.org](mailto:DSchneider@conservative.org)>, Alex Tayler <[alex.tayler@cambridgeanalytica.org](mailto:alex.tayler@cambridgeanalytica.org)>, Alexander Nix <[alexander.nix@cambridgeanalytica.org](mailto:alexander.nix@cambridgeanalytica.org)>

It works on my calendar but Alex is in London, let me check with him to see if that is possible with the time change.

Thanks,

Matthew

On 10 Feb 2016, at 11:31, Grace Morgan <[gmorgan@conservative.org](mailto:gmorgan@conservative.org)> wrote:

Matthew—

Dan is going to be out of the office today and tomorrow. I know there is a call scheduled with your team later this afternoon to discuss CPAC.. is there any way we could discuss the data after that call at 4?

Best,  
Grace

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**From:** Matthew Hunter [<mailto:matthew.hunter@cambridgeanalytica.org>]  
**Sent:** Wednesday, February 10, 2016 11:28 AM

**To:** Grace Morgan  
**Cc:** Daniel Schneider; Alex Tayler; Alexander Nix  
**Subject:** Re: Cambridge Analytica

Thank you.

Can we schedule a data call for today or tomorrow? I will have our director of data analytics, Alex Tayler (cc'd) join so we can go into details.

Grace/Dan - Please let me know know your availability.

Matthew

On 10 Feb 2016, at 11:12, Grace Morgan <[gmorgan@conservative.org](mailto:gmorgan@conservative.org)> wrote:

Matthew,

Attached is the signed NDA.

Best,  
Grace

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**From:** Matthew Hunter [<mailto:matthew.hunter@cambridgeanalytica.org>]  
**Sent:** Tuesday, February 9, 2016 3:41 PM  
**To:** Daniel Schneider  
**Cc:** Grace Morgan  
**Subject:** Re: Cambridge Analytica

Dan/Grace:

Here is a signed NDA, if you could sign and return we can move forward with our conversations.

<Cambridge Analytica Non-disclosure.pdf>

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Dr Alex Tayler  
Chief Data Officer

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