



March 8, 2019

TO: All Trade Partners

RE: 2019/20 LCBO Sale of Data Program and Renewal, Phased Subscription year, Website Enhancements, Sale of Data Terms and Conditions Reminder, Set/Subset Changes

Dear Trade Partners,

The LCBO's Sale of Data (SOD) Program is available to Agents and enables subscribers to electronically download weekly sales and inventory data produced on a weekly basis.

Kyle Baker
Manager, Pricing
Administration

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SOD Program Renewal

Subscriptions to the SOD Program expire at the end of each fiscal year. **To ensure uninterrupted access, you must renew and pay the subscription fee by Friday March 29, 2019.** SOD packages for 2019/20 are attached along with details outlining how to subscribe, package costs and payment methods.

Phased Subscription Year

The 2019/20 SOD subscription year will be split into two subscription phases.

- Phase 1 - will include LCBO calendar weeks 1 – 21 (April 1 – August 24 inclusive).
- Phase 2 - will include weeks 22 – onwards (August 25 – onwards).

Subscription costs have been prorated for Phase 1 and are attached. Details on costs, package offerings and enhancements regarding Phase 2 will be communicated in July 2019. This split subscription year will allow our teams to continue to work on exciting program enhancements which will better serve our subscribers.

Website Enhancements

Starting March 18, 2019 the SOD program will be migrating to a new website! This new website will provide subscribers with:

- Easier access to data using new API features
- Enhanced browsing experience
- Improved system capabilities for future program data and analytics enhancements

As users get acclimatized to the new site, both the current and new SOD sites will run in parallel. The current site will be decommissioned on March 28, 2019. Additional details regarding the new site including the URL will be sent out shortly. In the interim please continue to use the existing SOD website

Sale of Data Terms and Conditions Reminder

Sales Data is provided to the subscriber strictly for their organization's use and may not be duplicated, transferred or provided in any medium or format, in whole or in part, to any third party without the prior written consent of the LCBO. The prior written permission of the LCBO is required for any form of publication or distribution of the Sales Data or any part thereof. For additional information regarding terms and conditions please visit our Application Agreement under "Terms and Conditions" [here](#).



Set/Subset changes

Every year the LCBO reviews, reclassifies and retires Sets and Subsets. The LCBO is currently in the process of evaluating the existing Set/Subset hierarchy and changes may be made to the existing structure for the second subscription phase to better serve our customers. For Phase 1 of the 2019/20 fiscal SOD subscription year NO changes will have been made to the existing Set/Subsets. Please refer to the attached Set/Subset list for reference.

For additional information please visit the Sale of Data website [here](#).

Questions regarding the SOD Program may be directed to saleofdata@lcbo.com.

Thank you for your continued support and partnership.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kyle Baker', with a long horizontal flourish extending to the right.

Kyle Baker

Manager, Pricing Administration