

# memo

## City Clerk's Office

**To:** Mayor Carbone and City Council  
**From:** Carol Anderson, City Clerk  
**Date:** June 28, 2021  
**Re:** Approval to Enter Agreement for Online Vital Record Processing

---

*Vote to authorize the City Clerk to enter into an agreement with Permitium, LLC of Pinewood, NC for online vital record processing.*

**Permitium will provide a secure online vital records request platform for customers to purchase vital records from any computer or device. Some features include:**

- The service is provided at no cost to the city. Customers who chose to use this optional service are charged a \$4.00 convenience fee, an \$.35 verification fee, and a \$.58 credit card fee. (\$4.93)
- Complete control of Torrington's vital records is maintained by the City Clerk and City Clerk Staff. The final decision to issue documents is ours alone.
- Customers will be provided with order tracking communications such as emails, texts or voice messages.
- Additional security is provided with identification questions using state and federal databases with answers only the applicant would know.
- Permitium securely holds the request forms as confidential documents which will be destroyed upon request at the end of the mandated retention period.
- Funds collected can be directly deposited to the city either daily or weekly at our discretion.

## USER LICENSE AGREEMENT FOR AN ONLINE VITAL RECORDS REQUEST APPLICATION

This user license agreement for an online vital records request application (the “User License Agreement”) is made and entered into this \_\_\_\_ day of \_\_\_\_\_, by and between the Torrington Town and City Clerk (the “CLIENT”) and Permitium, LLC (“Permitium”), a corporation in good standing authorized to do business in the State of North Carolina with its principal place of business at 10617 Southern Loop Blvd. Pineville, NC 28134.

For and in consideration of the mutual promises set forth in the User License Agreement, the adequacy of which is hereby expressly acknowledged, the parties do mutually agree as follows:

- 1. Basic Obligations of Permitium.** Permitium hereby agrees to provide the services described in the attached Statement of Work (attached hereto as Exhibit 1) in accordance with the terms and conditions of this User License Agreement as requested in writing by the CLIENT.
- 2. Basic Obligations of the CLIENT.** For any services requested in writing by the CLIENT, the CLIENT agrees to compensate Permitium at the rates set forth in the attached Statement of Work (Exhibit 1).
- 3. Term.** Contract will be effective from \_\_\_\_\_, through \_\_\_\_\_. This Agreement shall be automatically renewed for successive one (1) year terms unless either Party provides the other Party with sixty (60) days prior written notice to the end of the Initial Term or the Renewal Term.
- 4. Fee Collection and Payment.** Permitium will collect online payments and agrees to deliver the CLIENT a monthly statement by the 25<sup>th</sup> of each month which will itemized for every transaction submitted the previous month along with a check or ACH for the total amount collected less credit card fees listed on Exhibit 1.
- 5. Termination for Cause.** At any time, the CLIENT may terminate this User License Agreement immediately and without prior notice if Permitium is unable to meet goals and timetables or if the CLIENT is dissatisfied with the quality of services provided.
- 6. Insurance.** Permitium agrees to maintain a minimum of \$6,000,000 in general liability and other appropriate insurance, as well as Workers Compensation in the required statutory amount, for all employees participating in the provision of services under this User License Agreement. Certificates of such insurance shall be furnished by the Permitium to the CLIENT and shall contain the provision that the CLIENT is given ten (10) days’ written notice of any intent to cancel or terminate by either the Permitium or the insuring company. Failure to furnish such insurance certificates or maintain such insurance shall be deemed a material breach and grounds for immediate termination of this User License Agreement. All Permitium liabilities as defined within this User License Agreement will be capped at the greater of the compensation received by

Permitium, or the \$6,000,000 limit of general liability policy.

7. **Taxes.** Permitium shall pay all federal, state and FICA taxes for all of its employees participating in the provision of services under this User License Agreement.
8. **Monitoring and Auditing.** Permitium shall cooperate with the CLIENT, or with any other person or agency acting at the direction of the CLIENT, in their efforts to monitor, audit, or investigate activities related to this User License Agreement. Permitium shall provide any auditors retained by the CLIENT with access to any records and files related to the provision of services under this User License Agreement upon reasonable notice. The CLIENT agrees that its auditors will maintain the confidentiality of any trade secrets of Permitium that may be accessed during an audit conducted under this User License Agreement.
9. **Confidentiality Information.** Permitium agrees that all records, data, personnel records, and/or other confidential information that come within Permitium's possession in the course of providing services to the CLIENT under this User License Agreement (hereinafter, "Confidential Information") shall be subject to the confidentiality and disclosure provisions of all applicable federal and state statutes and regulations, as well as any relevant policies of the CLIENT. All data and/or records provided by the CLIENT to Permitium shall be presumed to be Confidential Information subject to the terms of this section unless the CLIENT specifically indicates in writing that the requirements of this section do not apply to a particular document or group of documents.

Permitium agrees to receive and hold Confidential Information, whether transmitted orally, in writing or in any other form, and whether prepared by a party or its Representatives, in strict confidence, and to use the Confidential Information solely for the purpose of facilitating CLIENT's use of Permitium's products and services. Except as essential to Permitium's obligations to CLIENT, Permitium shall not copy any of the Confidential Information, nor shall Permitium remove any Confidential Information or proprietary property or documents from CLIENT premises without written authorization of the CLIENT. Permitium acknowledges its understanding that any unauthorized disclosure of Confidential Information may result in penalties and other damages.

10. **Security.** Permitium represents and warrants that all documents and information provided to Permitium by or behalf of the CLIENT, including but not limited to Confidential Records, shall be stored and maintained by Permitium with the utmost care and in conformity with standards generally accepted in Permitium's industry for the types of records being stored and maintained. Permitium further represents and warrants that any online access to the CLIENT's records authorized persons pursuant to this User License Agreement shall be safe, secure, and password-protected and provided with the utmost care and in conformity with standards generally accepted in Permitium's industry for the types of records being stored and maintained, and that no person shall be permitted to obtain unauthorized access to any of the CLIENT's records. Without

limiting the foregoing, Permitium specifically warrants that:

- 10.1.** All servers, computers, and computer equipment used to provide services pursuant to this User License Agreement shall be maintained in good working order in compliance with generally accepted industry standards in light of the confidential nature of the documents in question and shall be located in a safe, controlled, and environmentally stable environment (including moisture and temperature controls) and adequately protected against fires, hurricanes, flooding, or similar occurrences;
- 10.2.** Facilities where services are provided shall be secure and access shall be limited to employees trained in security protocols with a legitimate business need to access such facilities (with access removed immediately upon termination of employment) and shall be protected from unauthorized access by commercially reasonable security systems;
- 10.3.** All websites, FTPs, and any other online electronic system used to provide services pursuant to this User License Agreement shall be protected from security breaches by commercially reasonable firewalls and other intrusion detections systems and antivirus software, which shall be kept updated at all times. Access shall be limited to those agents and employees of Permitium assigned to the project and any individuals identified in writing by the CLIENT or CLIENT's Designee as authorized to obtain access.
- 10.4.** Permitium have technical controls in place that ensure the security, availability and confidentiality of CLIENT data.
- 10.5.** All information provided to Permitium pursuant to this User License Agreement shall be encrypted while in transit over an open network.

**11. Standard of Care.** Notwithstanding anything in this User License Agreement to the contrary, Permitium represents and warrants that the services provided by Permitium shall be performed by qualified and skilled individuals in a timely and professional manner with the utmost care and in conformity with standards generally accepted in Permitium's industry for the types of services and records governed by this User License Agreement.

**12. Indemnification.** Permitium shall indemnify the CLIENT, its agents, and employees, from and against all damages directly arising out of Permitium's breach of this Agreement. This provision shall survive the expiration or termination of this Agreement and remain in full force and effect after such expiration or termination. Notwithstanding the foregoing Permitium's maximum indemnification will be limited to the amount of insurance set forth within section 6.

CLIENT shall indemnify Permitium, its agents, and employees from and against all damages directly arising out of CLIENT's breach of this Agreement. This provision shall survive the expiration or termination of this Agreement and remain in full force and effect after such expiration or termination.

**13. Relationship of Parties.** Permitium shall be an independent User License Agreement of

the CLIENT, and nothing herein shall be construed as creating a partnership or joint venture; nor shall any employee of Permitium be construed as an employee, agent or principal of the CLIENT.

- 14. Compliance with Applicable Laws.** Permitium shall comply with all applicable laws and regulations in providing services under this User License Agreement. Without limiting the foregoing, Permitium specifically represents that it is aware of and in compliance with the Immigration Reform and Control Act and that it will collect properly verified I-9 forms from each employee providing services under this User License Agreement. Permitium shall not employ any individuals to provide services to the CLIENT who are not authorized by federal law to work in the United States.
- 15. Applicable CLIENT Policies.** Permitium specifically acknowledges that it will comply with all applicable CLIENT policies, all of which are publicly available on the CLIENT's website.
- 16. Assignment.** Permitium agrees to notify the Client in the event the Contract is assigned to a 3rd party within 5 business days of the assignment.
- 17. User License Agreement Modifications.** This User License Agreement may be amended only by written amendments duly executed by and between the CLIENT and Permitium.
- 18. Connecticut Law.** Connecticut law will govern the interpretation and construction of the User License Agreement. Any litigation arising out of this User License Agreement shall be filed, if at all, in a court or administrative tribunal located in the State of Connecticut.
- 19. Entire Agreement.** This User License Agreement constitutes and expresses the entire agreement and understanding between the parties concerning the subject matter of this User License Agreement and supersedes all prior and contemporaneous discussions, promises, representations, agreements and understandings relative to the subject matter of this User License Agreement.
- 20. Severability.** If any provision of this User License Agreement shall be declared invalid or unenforceable, the remainder of the User License Agreement shall continue in full force and effect.
- 21. Non-Solicitation.** The Receiving Party agrees that, during the term of this Agreement, and for a two-year period following the expiration of this Agreement, the Receiving Party shall not solicit any employees of CLIENT to become employees of the Receiving Party or its affiliated entities.
- 22. Notices.** Any notice or other communication provided for herein as given to a party hereto shall be in writing, shall refer to this Agreement by parties and date, and shall be delivered by registered mail, return receipt required, postage prepaid to the person listed below or his successor.

If to: Permitium  
Permitium, LLC  
10617 Southern Loop Blvd.  
Pineville, NC 28134  
Attn: Matt Solomon

If to CLIENT:  
Torrington Town and City Clerk  
140 Main Street  
Torrington, CT 06790

**23. Authority of Signatories.** The persons executing this User License Agreement hereby represent and warrant that they have full authority and representative capacity to execute the User License Agreement in the capacities indicated below and this User License Agreement constitutes the binding obligation of the parties on whose behalf they signed.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year indicated above.

**Torrington Town and City Clerk**

**PERMITIUM, LLC**

Printed Name:

Printed Name: Matt Solomon

Signed:

Signed:

ITS:

ITS: Managing Partner

DATE:

DATE: \_\_\_\_\_

## STATEMENT OF WORK – EXHIBIT 1

### Implementation Plan

- Configure the initial instance of the new **Permitium** solution based on the Client's process and **Permitium's** demonstration site
- Refine the new **Permitium** solution through an iterative process based on input received from the Client's staff during the testing phase
- Test the **Permitium** solution, revise as needed and prepare it for production
- Provide training for the Client's staff as needed
- Provide ongoing support, hosting and management of the **Permitium** Solution

### Implementation Team

<b>Permitium</b>	Account Manager	Matt Solomon	704-998-6555	<a href="mailto:matt.solomon@permitium.com">matt.solomon@permitium.com</a>
	Support Team		855-712-PERM	<a href="mailto:support@permitium.com">support@permitium.com</a>
<b>Client</b>	Executive Sponsor			
	Project Manager			
	IT			

### Data and Security

All data collected in the Client's instance of **PermitDirector** is the property of the Client. **Permitium** does not own and will not distribute data without the written consent of the Client. All passwords placed within the system are encrypted and not accessible by the **Permitium** staff.

### Cost of Service

Cost for **VitalDirector** software, implementation services or support – Permitium will charge \_\_\_\_ \$4.00 passed on as a convenience fee back to the applicant for each application submitted.

Credit card fees are passed through to the applicant by **Permitium** based on our contract rate along with a \$.35 vital verify fee, when applicable. The current rate is \$.30 per transaction plus 2.9% of the total transaction. Cash transactions can be paid at no additional cost at counter.

# Vital Records





# About Permitium

## The Short

Extending Government Services to Communities

## The Long

Permitium provides a Software-as-a-Service (SaaS) platform to collect information, process payment, streamline ID Verification, and speed delivery of vital record requests from ALL intake methods.

*“We configured Permitium's software to enforce our policy for processing vital records. The solution holds everyone involved in the process accountable from the general public all the way to our staff.” – Mecklenburg County (Charlotte, NC)*



# Statistics

- **82%** of Permitium Orders come via smart phones (2020 YTD avg)
- **84%** of Permitium Orders come in between 5:00 PM – 11:30 PM
- **39%** Year over Year Increase in Online Vital Orders via Permitium

## COMPONENTS

- 100% Hosted & Smart Phone Friendly
- Interactive Online Vital Request Form
- Online & Walk-in Options
- Multiple Shipping & Pickup Options
- Email / Text Notifications / Voice (IVR)
- Automated ID Verification
- Online Order Tracker
- Comprehensive Reports & Audit Trail

## BENEFITS

- **NO** Cost to the Agency
- Self-Service for Citizens
- Unify, Control & Optimize Vital Requests
- Ensure Statute Compliance
- Reduce Costs of Processes Requests
- Accelerate Turnaround Time
- Improved Security
- Manage & Control Certificate Distribution
- Eliminate Manual Data Entry

# Branded Online Forms

## Register of Deeds

Select Language ▼



County Population: 919,628

### Welcome

Fredrick Smith, Registrar has served as Mecklenburg County Register of Deeds since 2016.

### Office Information

We recommend you request your vital records online. It's easy, fast and safe. Online payment options include Discover Card, MasterCard, American Express, and Visa.

Register of Deeds: Fredrick Smith

## BUREAU OF VITAL STATISTICS

Select Language ▼



City Population: 2,195,914

### Welcome

We recommend you request your vital records online. It's easy, fast and safe. Online payment options include Discover Card, MasterCard, American Express, and Visa.

### Select To Get Started:



I am requesting a certified [Birth Certificate](#).



I am requesting a certified [Death Certificate](#).

Welcome to the City of Houston's Birth and Death Certificate online ordering system. Requests will be processed between Monday through Thursday, 8:00 am to 4:00 pm and Fridays, 8:00 am to 2:00 pm.

### Please note the following:

- 'Full size' Birth Certificates are available only for births that occur within Houston city limits and some limited surrounding areas.
- If the birth occurred outside of the City's registration district but within the State of Texas, a Birth Fact will be issued instead; this is a certified legal document typically acceptable for the same purposes as a Birth Certificate, except in the case of Passport applications.
- Death Records are available only for those deaths that occur within Houston city limits and some limited surrounding areas.
- For a list of Valid IDs click [HERE](#)

permanent record of real estate ownership and  
s, deeds of trust, cancellations, plats, assumed  
cuments related to real estate. Our office also  
marriage certificates, marriage licenses, military  
missions.

th record that occurred within 10 days, please

r filing assumed names. Please note the

rst-come, first-served basis

13

completed online, will be processed on normal  
uring normal business hours (Monday-Friday

n, the earliest that a request can be processed

person, rather than have them sent via mail,  
identification proving you are 18 years or  
) order picked up by the following persons:

gal Representative (Proof Required at time of

n.

# Shipping Options

Proactive  
Communications to  
Applicants



**CITY OF HOUSTON** **BUREAU OF VITAL STATISTICS** City Population: 2,195,914

**Online Birth**  
Step 1, Please Enter

This is an official, online service. Please note the following:

- The fee will be

**Attention:**

The State of Texas requires a fee for the birth certificate. The fee will be withheld from the birth certificate if the following conditions are met:

- Failure to provide a valid email address
- Failure to provide a valid phone number
- For Death records with this office. Please contact the office for more information.

**Notice:**

Due to Tropical Storm interruptions, expect possible delays in service delivery for Same Day and Next Day services. Please continue to visit our website for more updates on office closures. We apologize for any inconvenience.

**Please note for FedEx Next Day and USPS Delivery Orders:**

FedEx and USPS have indicated that shipments may be delayed past posted delivery timeframes due to increased volume.

Posted: 9/22/2020

**Please Enter The Full Name On The Birth Certificate:**

★ Last Name:  (full name, no initials) ★ First Name:

Middle Name:

Maiden Name:  Suffix:

**Close**



# Configurable Online Form


- Required Fields to Ensure Complete Data
- Eliminate Handwriting
- Real-time Submission
- Customer Convenience
- Dynamic Pricing Options
- Configurable Fields
- Mirror the State Application

The screenshot displays the 'Wake County ROD Vital Records Requests' website. The header includes a 'Home' link and an 'Order Tracker' link. A 'Select Language' dropdown menu is visible. The main content area features the 'Register of Deeds' title and the Wake County logo. Below this, the 'Online Birth Certificate Request' section is highlighted, with a sub-header 'Step 1, Please Enter All Information'. A blue informational box contains text about the official request, fee payment through Permittum, and a note about Social Security Numbers. The form fields are organized into sections: 'Please Enter The Full Name On The Birth Certificate:' (Last Name, First Name, Middle Name, Maiden Name, Suffix), 'Information Related To Birth:' (Date of Birth, Birth City, Birth County, Birth State, Confirm Birth Year), and 'Parent Names As Listed on Birth Certificate:' (Mother's Last Name, Mother's First Name, Mother's Middle Name, Mother's Maiden Name, Mother's Birth State, Mother's Birth Country). Required fields are marked with a red star and the word 'required'.


# Signature Options

E-Sign Act Compliant

Add Delivery Address

The person listed on the Birth Certificate is: Myself 

Cost of Records Request Processing

Original copies 	
Certified Birth Certificate	\$25.00
Number of Addresses	x1
Total Cost of Original Docs	\$25.00
Convenience Fee	\$4.00
Credit Card Processing Fee	\$1.14
Total Fee	\$30.14

Requestor's Initials:

Back

Proceed To Checkout

Pricing clearly shown  
to the applicant

# Shipping Options

**Requestor's Driver's License** (or other State Issued ID)

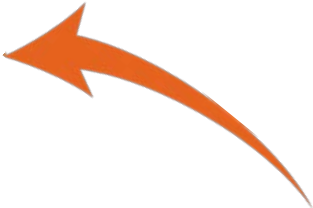
ID Number: 1111111111 Issuing State: South Carolina

**Please attach your photo identification** [Add files...](#)

MS SC DL.jpg: Uploaded successfully.

Special Instructions

[Back](#) [Next](#)



Upload photo ID and other documentation

**BUREAU OF VITAL STATISTICS** City Population: 2,195,914

**Online Birth Certificate Request**

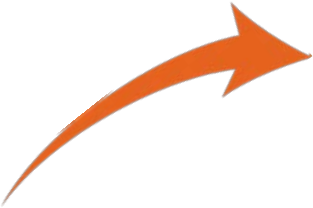
Step 5, How Would You Like to Receive the Birth Certificate?

How would you like to receive your Birth Certificate:

[Pickup](#) [Delivered ▾](#)

Standard Shipping  
Express Shipping ( \$ 30.00 )

[Back](#)



Provide expedited and standard shipping & same day pickup options





# Multiple Payment Options

## Online Payments

Credit Cards, Cash, Walk In  
Orders, Discounted Permits...

PermitDirector manages it all!



This is the final step in the records request process.

The information aspect of your records request is complete and your payment must now be processed. You have two payment options. You can enter your debit/credit card information below or select the 'Pay with Amazon' button below. You must **completely** and **accurately** fill-out this payment form to avoid being declined.

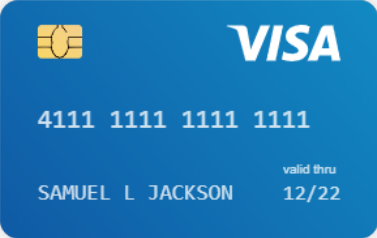
**You have requested the following:**

Description:	Birth Certificate (certified)
--------------	-------------------------------

*This service may require information verification. Any falsification of information or incorrect information will result in a denial of your application or your request.*

Document Fees:	\$26.14
Convenience Fee:	\$4.00
Total Amount:	\$30.14 usd

Delivery Options: Will be delivered via mail to the addresses you requested.



Name on Card  
Samuel L Jackson

Card Number  
4111111111111111

Expiration date MMYY  
1222

CCV2  
123

Zip Code  
28104

[Cancel](#) [Confirm Payment](#)

## Integration with United States Postal Service



Country  
United States

Address Line 1

Number of Copies  
1

**Address Failed USPS Validation** ✕

Please check to be sure the current address is correct.  
1234 Glen Place undefined, Matthews, North Carolina, 28104

[My Address is Correct](#) [Cancel](#)

**Delivery Addresses:**

Matt Solomon  
6064 Foggy Glen Place  
Matthews, NC, 28104  
Copies: 1

[Edit](#) [Delete](#)

[Add Delivery Address](#)

The person listed on the Birth Certificate is: Myself ☒

Cost of Records Request Processing

# Requestor Experience

Proactive Outbound Communications via Email, Text Message, & Voice updates to Requester

New Message

from: [auto@permitium.com](mailto:auto@permitium.com)

Your Application Has Been Submitted

ORDER NUMBER: CTWWHE4GS

NAME: Paul Blake  
ADDRESS:  
123 City Street,  
Town County, North Carolina, 20202 United States

R/S: Hispanic Amera-Indian/male  
DOB: 01/01/1970

Please do not respond to this email as this address is not checked.

We have received your application! Your application for a permit to purchase a handgun/rifle/crossbow shotgun has been received. We will begin working this application as soon as possible. We work application in the order received. You

Back  Contacts

Town County Sheriff -  
Permit Request Odr Nbr:  
CTWWHE4GS Order has  
been RECEIVED.





# ID Verification

## Online Payments

- Bio-demo data is compared and analyzed against state & federal databases for accuracy and assurance of ID Verification
- Review applicant identification quickly using the VitalVerify modeling tools

Forsyth RoD Vital Records Requests Home Order Tracker

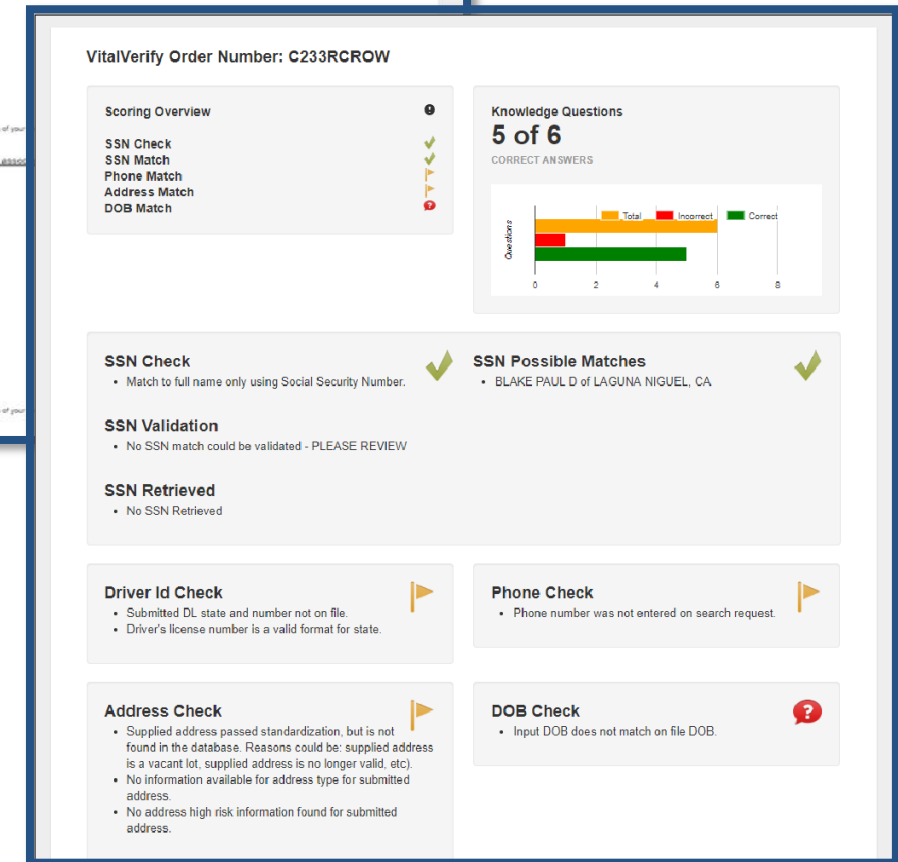
Order Number: C233RCROW

★ Question 1: Which one of the following addresses is associated with you?

- ☐ 28 LEISURE WORLD BL
- ☐ 51 CASTLE BV
- ☐ 10 SHEFFLD FOR
- ☐ 37 QUIRK ST
- ☐ 70 GEORGIAN WY
- ☐ 83 GLENALLAN AV
- ☐ 78 FANTANA DR
- ☐ 28 EDGEWOOD RD
- ☐ 75 NONE
- ☐ None of the above
- ☐ I do not wish to answer this question  
(Please note that choosing this option may REDUCE the chances of your request being processed.)

★ Question 2: Which one of the following area codes is associated with you?

- ☐ 757
- ☐ 240/301
- ☐ 864
- ☐ 910
- ☐ 704/580
- ☐ 276
- ☐ 703/571
- ☐ 410/443/667
- ☐ 336/743
- ☐ None of the above
- ☐ I do not wish to answer this question  
(Please note that choosing this option may REDUCE the chances of your request being processed.)



# Order Tracking/ Receipts

Real-time & Online

- Upload Documentation
- Attach voice messages to orders
- Review order status



Forsyth RoD Vital Records Requests [Home](#) [Order Tracker](#)

**Welcome to the 'Union County Register of Deeds' Application / Request Order Tracker!**  
We are processing your application / request and will update you, via email, as our progress proceeds. Please use the order tracker to print and keep a copy of the attached receipt for your records if you have not already done so.  
Please note that your order will be processed 30 days from the date that you submitted your online application.

[Print Receipt For Records](#)

**Order Information:** please note your order number

- Order Number: C233RCROW
- Shipping Type: Your order will be mailed out once it is processed.
- Email Address: p@p.com
- Requested Documents: Birth Certificate
- Total Charge: \$61.35

**Attach Documentation:** please upload the required documentation

[+ Add files...](#)

**Attach A Voicemail To Your Application:** our automated attendant will give you a call  
If you would like to attach a voicemail to your application, please use the button below to begin the process. The maximum voicemail length is 1 minute.

[Call Me NOW!](#)

**Order Progress Tracker:** we are working on your application  
We are working our tasks on a first-come, first-served basis. We will send you an email to 'p@p.com' upon each change in status. Check back as you deem appropriate to inquire about your application's current status.

Order Started    Payment Received    assigning to processor shortly...    status pending...

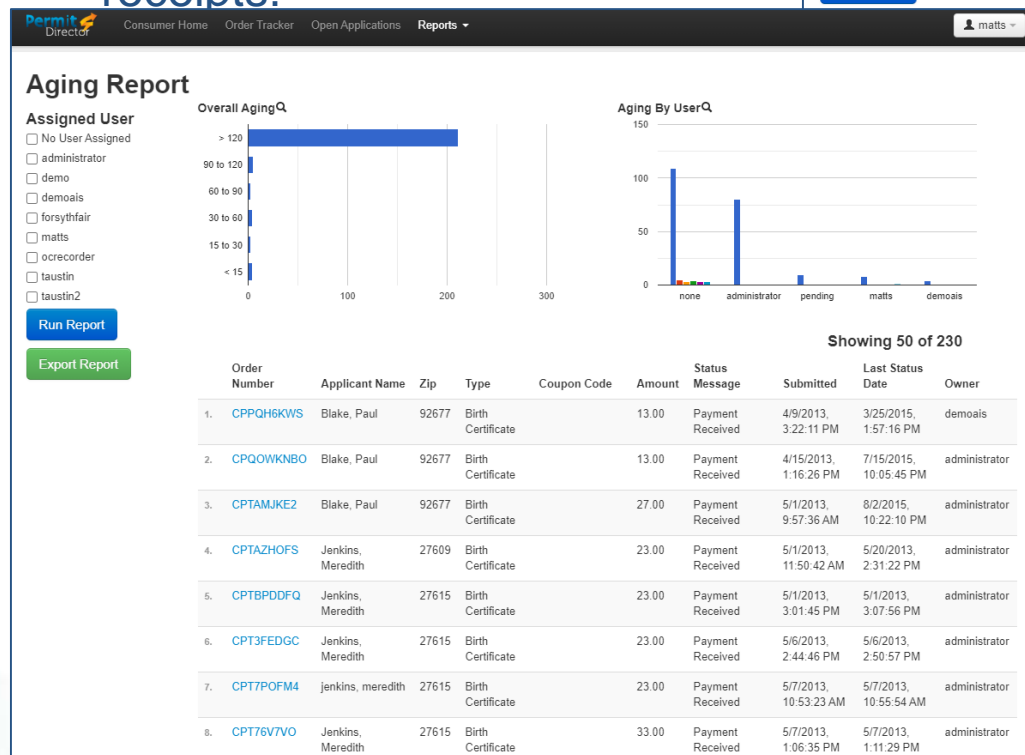
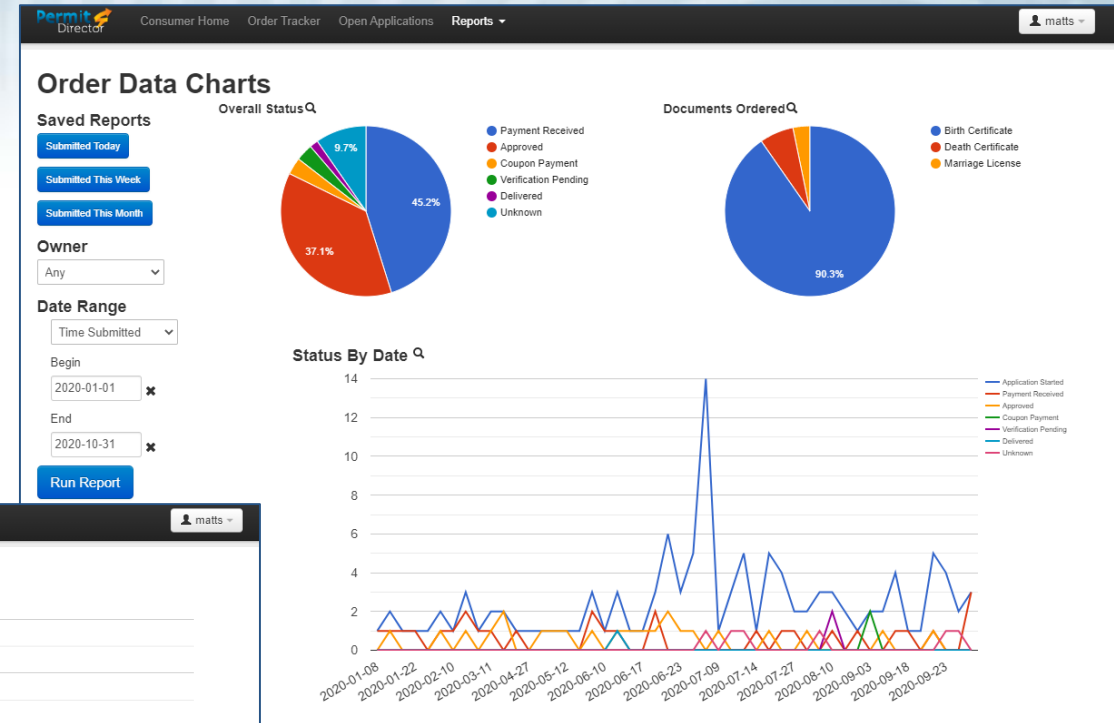
[Update Progress](#)    [Logout & Close](#)

**Comments:** be sure to check here for additional information

# Report Options

## Data & Graphs

One monthly payment instead of many individual cash or check payments & receipts!







## Contact Information

Analisa Boza, Sales Territory Representative

(704) 412-1404

[Analisa.boza@permitium.com](mailto:Analisa.boza@permitium.com)

# Reference Slides



# Steps to Go Live in 30 Days

1. **Execute Agreement**
2. **Initial Kick off Call** (15 min call within 7 days of Executed Agreement)
3. **Site Buildout** (7 days)
4. **Site Review/Initial Training Call** (45-minute call)
5. **2<sup>nd</sup> Training Call** (30-90 minutes depending on # of users)
6. **Initial Go Live Follow up** (30 min call)
7. **Post Go Live Follow up(s)** (15 min calls)

# Statistics

- **69%** of the US Population Regularly Purchase Essentials Online
- **91%** Projection of the US Population will Regularly Purchase Online by 2023
- **9%** Increase in Consumer 1<sup>st</sup> Time Online Purchases (since March 2020)
- **67%** of Millennials prefer to Purchase Essentials Online
- **63%** of the Population Research Purchase Options prior to Purchase
- **76%** of Online Purchasers desire real-time email/text updates on order changes or delays
- **64%** of Online Purchasers desire contactless pickup or delivery options

Sources: [www.statista.com](http://www.statista.com), [www.optinmonster.com](http://www.optinmonster.com), [www.thebalancesmb.com](http://www.thebalancesmb.com), [www.sleeknote.com](http://www.sleeknote.com), [www.digitalcommerce360.com](http://www.digitalcommerce360.com)