
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, DC 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): December 20, 2017

ALTERYX, INC.
(Exact Name of the Registrant as Specified in Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

001-38034
(Commission
File Number)

90-0673106
(IRS Employer
Identification No.)

3345 Michelson Drive, Suite 400, Irvine, California
(Address of Principal Executive Offices)

92612
(Zip Code)

(888) 836-4274
(Registrant's telephone number, including area code)

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act

Item 7.01. Regulation FD Disclosure.

On December 20, 2017, Alteryx, Inc., a Delaware corporation (the “*Company*”), posted a statement on its website providing information on the recent report regarding unauthorized access to a commercially available, third-party Experian marketing dataset.

A copy of the Company’s statement is being furnished as Exhibit 99.1 to this Form 8-K.

Item 9.01 Financial Statements and Exhibits.**(d) Exhibits**

99.1 [Company statement posted on December 20, 2017.](#)

Subject: Experian Data

Author: Dean A. Stoecker, Chairman and Chief Executive Officer of Alteryx, Inc.

You may have seen a report regarding the commercially available, third-party Experian marketing dataset that some of our clients use for marketing purposes. I want to provide some additional detail here to the Alteryx community. Transparency is vital and we want our customers, partners and investors to know that we take all security and privacy issues seriously.

As was reported, individuals with an Amazon Web Services (AWS) login could have had access to a third-party dataset that provided consumer marketing information intended to help marketing professionals advertise and sell their products. This dataset is commercially available from Experian and provides some location information, contact information and other estimated information that is used for marketing purposes. It does not include names, credit card numbers, social security numbers, bank account information or passwords. Some media outlets reported that the dataset included this type of information, which is not true.

When we discovered this issue, we removed the file from AWS and also added a layer of additional security to the AWS bucket where the file was stored. We will maintain a similar level of enhanced security for any dataset that we offer to our customers going forward.

We take data security very seriously and have taken steps to help ensure that it doesn't happen again.

Our community expects a high standard from Alteryx and we will continue to focus on delivering on that promise across all aspects of our business. We intend to provide relevant updates here on the Alteryx Community website as appropriate.