

## Source and Description of Data Files

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### Consumer Telenumbering

Amend existing records or add telephone numbers to contact data currently held on file by screening and matching customer or prospect information against the BT OSIS subscriber database. Updated daily with up to 50,000 changes, the BT OSIS file is the main UK data resource for telephone number directory searches and contains approximately 9 million live residential telephone numbers. Use the BT OSIS file to add current telephone numbers to existing names and addresses, verify that details held on file are correct and provide the data for cost-effective multi-channel campaigns.

### Ex-directory Consumer Telenumbering

More than half the 24 million UK consumer telephone numbers are ex-directory, significantly diminishing the data pool for telephone-based campaigns. Updated daily, the BT OSIS file is the main UK resource for directory searches and contains over 14 million XD records. Marketers can use the Ex-directory Consumer Telenumbering service to add telephone numbers and XD flags in order to understand match rates and achieve an insight in to the overall accuracy of records on the file. XD screening will also add roughly three percent of valid numbers by providing access to Directory enQuiry by Request (DQR) records, increasing the volume of dialable numbers and extending campaign reach.

### Optional Extra Dataset for Consumer Telenumbering services

#### Extra Numbers

 NEW

Add telephone numbers to your database or validate those already held on file by screening records against the Extra Numbers service. Compiled by an independent aggregator from over 150 transactional data sources, the Extra Numbers file contains 6 million UK consumer telephone numbers, over 3.5 million of which are not available on OSIS. The file is refreshed quarterly and all telephone numbers provided are for consumers who have chosen not to opt-out of third party marketing. Screening against the Extra Numbers file will add more telephone numbers to your calling list, increasing the number of contact opportunities and the potential to achieve campaign objectives.

### Business Telenumbering

Screening data against the Business Telenumbering service allows B2B marketers to add telephone numbers to existing contact records and verify the telephone numbers that they already hold on file. Receiving up to 50,000 changes every day, the BT OSIS file is the main UK resource for telephone number directory enquiries and contains the details of over 2 million businesses. Use the Business Telenumbering service to improve the efficiency and cost-effectiveness of telephone-based B2B campaigns by removing erroneous records, minimising wastage and reducing the base costs of your outbound activity.

### Ex-directory Business Telenumbering

Add current business telephone numbers and ex-directory flags to customer and prospect lists to maximise connection rates for B2B telesales and telemarketing activities. The BT OSIS file is updated daily and contains over 2.7 million telephone numbers for UK businesses. Approximately 300,000 of these, predominantly belonging to sole traders and partnerships, are registered as ex-directory. The Ex-directory Business Telenumbering service provides telephone numbers, ex-directory flags and Directory enQuiry by Request (DQR) numbers. In addition to a three per cent

(approx) DQR uplift and the delivery of accurate data for cost-effective telephone-based campaigns, the XD flags provided will help to improve users' understanding of the match rates achieved and the overall accuracy of their data. XD flags also indicate that the target is likely to prefer mail, or other channels, over telephone calls.

### Mobile Telenumbering

Add mobile telephone numbers to consumer names and addresses or confirm the existing information you have captured using the Mobile Telenumbering service. Holding in excess of 8 million UK consumer mobile numbers, each with full opt-in for third party marketing, the Mobile Telenumbering file incorporates records relating to subscribers from each of the leading network providers. Add mobile numbers to your data to extend the range of communication channels for your campaigns; to reach target audiences away from their home or office; or to gain access to some of the growing number of mobile-only households.

### Mapper (Telephone Number Structural Validation)

Process telephone numbers using the Mapper service to check and amend the structure of the number strings, ensure that they meet current dialling standards, add or update STD codes and validate telephone numbers against the supplied postcode data. The Mapper (Telephone Number Structural Validation) service uses an in-house reference file of postcodes, dialling codes and telephone exchange codes to cross reference submitted telephone numbers against geographic locations. Use the Mapper service to ensure telephone numbers are structurally correct and to analyse the geographic distribution of telephone number information held on file; cost-effectively updating legacy information and improving campaign targeting.

### UK Consumer File

Licensed and enhanced by UKChanges as a replacement for the Electoral Roll data, the UK Consumer File is one of the most comprehensive national databases available, holding contact addresses for the majority of the UK adult population. Compiled from a variety of sources, including the latest ER data, plus transactional information and campaign response details, the key benefit of the UK Consumer File is the currency and accuracy of the records it contains. With a programme of ongoing verification and regular updates, the file provides one of the most complete overviews of the UK population. A valuable data cleaning tool, the UK Consumer File will help reduce wastage and improve campaign performance by verifying and enhancing contact details of customers and prospects. The file can also be used to supplement existing data, offering a number of geographic selections that enable users to identify target areas and extract new prospect details for mailing or calling activities.

### UK Consumer File - Verification

Check names and addresses on your databases against the edited Electoral Roll to verify existing information and ensure that direct communications reach the correct individual. Holding contact details for the majority of the UK adult population, the UK Consumer File is licensed from a leading data provider and undergoes considerable additional enhancement to maximise its accuracy and value. Cross-match records against the file to avoid wastage and reduce the cost of outbound communications. The file can also be used to help combat fraud, money laundering and ID theft by qualifying information captured-from / provided-by consumers against a recognised source.

### UK Consumer File – Extra Names

Use Extra Names to optimise match rates for different data enhancements by checking for additional individuals with different surnames residing at the supplied address. Listing contact information for most of the UK adult population, the UK Consumer File is licensed from a leading

data provider and undergoes considerable additional refinement to maximise its accuracy and value. Obtain additional names to increase the match rate of consumer telenumbering projects and other data enhancements, or to improve knowledge of a target market. Particularly useful for contacting individuals in common-law households and shared accommodation, as reach is extended and potential for contact improved.

### UK Consumer File – Neighbours

When no telephone number is available for the supplied name and address, use the Neighbours service to identify adjacent properties for which a name and telephone number can be supplied. Containing the names and addresses of the majority of the UK adult population, the UK Consumer File is licensed from a leading data provider and undergoes considerable additional refinement to maximise its accuracy and value. Add the details of surrounding properties and their inhabitants to your data to drive potential look-a-like sales or to ensure that the individual at the submitted address is not simply avoiding communications regarding outstanding debts.

### UK Consumer File – Extract

Add new records to pools of prospect data, or build new prospect files for mailing and calling campaigns using a range of geographic information to refine selections according to specific geography. Licensed by UKChanges, the UK Consumer File contains contact addresses for the majority of the UK adult population. Compiled from a variety of sources, including the latest ER data, the key benefit of the UK Consumer File is the currency and accuracy of the records it contains. Marketers and planners can use the service to generate initial counts of available data within selected areas. The addition of further market intelligence, profiling information and data enhancements will improve understanding of the audience and enable further refinement and improved targeting of prospects. The following geographic selections are available: Postcode (various levels), Town, TV region, Constituency, Government and Administrative boundaries (various). For further details please contact the Account Management team.

#### ***Optional Extra Dataset for Electoral Roll services***

***The edited Electoral Roll that forms the basis of the UK Consumer File is supplemented with records from a number of other, specifically selected datasets.***

### UK Consumer File – Infill

Managed by a specialist information aggregator and offering more than 12 million transactional, lifestyle and credit records collated over the past three to four years, this file can be licensed and optionally included as an extra dataset for UK Consumer File-based jobs, or used alone to screen and verify submitted records. The file, which benefits from monthly updates, has full opt-in for third party marketing purposes and, due to the nature of data collected, has been proven to respond well to direct offers. There are currently more than 7.5 million individual level records within this file that are not available on the edited Electoral Roll or the UK Consumer File.

***Data availability restricted by supplier: please contact your Account Manager for further details.***

### Mailsortation

Licensed large volume mailers can take advantage of a range of postal discounts from Royal Mail or TNT Post by processing their data using the Mailsort, Presstream or TNT Premier file. Focused on the correct sortation and presentation of mail items, the services are designed to pass on some of the cost and labour savings that the postal operators achieve through the improved accuracy, completeness and deliverability of items of postage that have been screened, sorted and enhanced using one of these services. By ensuring that files achieve a postcode accuracy level in excess of 90% and then applying either the Mailsort, Presstream or Premier file sortation,

licensed customers can significantly reduce their postage costs; improving campaign efficiency and reducing the cost per acquisition, as well as maintaining accurate addresses and a positive brand image.

### **Council Tax Band**

Apply Council Tax Band information to your customer data to achieve an understanding of their financial circumstances and an insight in to their immediate locality. Collated from publicly available sources and enhanced to improve usability, the Council Tax Band dataset contains the band-valuation details of every domestic and dual-purpose property in the UK. In addition to providing a universal criterion for analysis of customer data and selection of new prospects; when used in conjunction with additional data and enhancements, Council Tax Band information will broaden your understanding of the target's locality and their likely financial position, increasing the potential to improve campaign ROI.

### **Geographic Flag**

Use the Geographic Flag service to add a range of location information to your data: options range from postcodes and Government administration areas to TV regions. The Geographic Flag service applies flags relating to selected (single or multiple) recognised and defined administrative areas. The datasets, created and maintained in-house, map publicly available data sources to fixed physical locations. Information relating to the geographic distribution or coverage of target audiences; whether customers, prospects or research respondents; is invaluable to campaign planning and response analysis. Geographic flags allow you to analyse data according to preferred relevant real-world borders.

### **Wealth Tagging**

Use the Wealth Tagging service to apply flags relating to high net-worth individuals on your customer and prospect database. Information for the Wealth Tagging service is derived from publicly available sources and is supplied by a specialist provider with strong ties to the financial sector. Apply wealth indicators to existing records to identify individuals in different value brackets and enable segmentation for campaigns targeting potentially high-value customers or prospects. This data is of particular value to not-for-profit organisations, financial services companies and those businesses selling prestige and high-ticket goods, as individuals with investment products and high disposable income are easily identified.

### **LifeSketch**

Add greater detail to customer records by applying lifestyle indicators to complement existing transactional data and to gain a stronger insight in to the personal motivations of your customers. LifeSketch combines publicly available data with consumer information provided by contracted data suppliers from a variety of sectors. The file contains almost 50 million records relating to UK adults, offering more than 20 selectable variables ranging from home and household information to details of credit scores, newspaper readership, hobbies and interests. Use LifeSketch to develop a better understanding key customer segments and the factors that motivate their purchasing decisions and loyalty; refining offers and campaign targeting to improve results. Apply the same LifeSketch profile to prospect selections in order to identify records with a higher propensity to convert.

### **National Change of Address (Suppress)**

Select the Royal Mail NCOA Suppress service in order to identify the gone-away records on your customer and prospect databases before undertaking direct campaigns. Derived from data provided to the Royal Mail for its consumer mail redirection service, the NCOA file captures roughly 100,000 new names every month and contains more than 20 million records. Use NCOA

Suppress to identify and remove records belonging to individuals no-longer at the address held on file; reducing campaign volumes and associated costs, such as print and postage, as well potential brand and environmental damage associated with wasted communications.

### **National Change Of Address (Update)**

Use the Royal Mail NCOA Update service to identify home-movers on customer and prospect databases and obtain new addresses for these individuals. The file is compiled from Royal Mail re-direction information submitted by home-movers and approved for use as a marketing tool. The file contains more than 20 million records dating back to 1993 and users are able to track multiple house-moves across a number of years. Employ NCOA Update to keep pace with the 20,000 (approx) daily house moves in the UK and ensure that your messages reach their intended audience.

### **The Gone Away Suppression (GAS) File**

Screen customer and prospect data against the Gone Away Suppression file to combat the 6 million plus annual home-moves in the UK and identify the details of individuals who no-longer reside at the address held on file. Containing approximately 40 million records sourced from public and private data sources, the GAS file is compiled by the REaD Group and receives monthly updates, holding information dating back to 1992. Removing the details of known gone aways will improve the efficiency of your campaigns, reducing volumes and improving the ROI of your activity by minimising wasted resource and investment.

### **GAS Reactive**

Use the GAS Reactive file to add forwarding addresses to GAS suppression flag matches and obtain the details of new occupants in houses sold by your customers. Collated by the REaD Group and the Call Credit Information Group, which includes the EuroDirect and Call Credit companies, the GAS Reactive file provides marketable data for the majority of GAS suppressions and is the only product available that offers both forwarding addresses and new occupier information. The file is updated monthly. GAS Reactive helps users to maintain valuable relationships even after their customers move house; extending lifetime value and profitability. The new occupant information also provides cost-effective, likely targets for future acquisition campaigns.

### **Xpression**

Flagging and removing the details of gone aways using the Xpression file will help marketers to reduce the estimated £100 million that is wasted every year sending marketing communications to people who have moved house. Promoted by the DMA (UK) as the definitive gone away suppression tool, the Xpression file contains approximately 20 million records, receives quarterly updates and combines information from the NCOA file, GAS file and Electoral Roll changes. Applying Xpression flags to your customer or prospect data will reduce the relative cost of response or acquisition for your campaign, improving ROI and protecting brand image.

### **Purity**

Purity screening offers users the chance to identify and remove the details of known gone-aways from their customer and prospect contact files. Compiled and distributed by Acxiom, the Purity dataset contains approximately 20 million gone-away records and receives quarterly updates. The Purity file draws on the supplier's 15+ years' experience of handling consumer data, with Acxiom claiming that it contains 40 per cent unique records. The file is created using entirely validated mover information, cross referencing different data feeds and only adding a record to the file when evidence of a 'move-in' confirms an existing 'move-out' from an address.

## disconnect

Screening data against the disConnect file will remove or permanently flag the details of gone-aways held on your customer or prospect database. The disConnect file is provided by Equifax and contains the details of over 37 million individual house moves (in some instances more than 1 move per person). The file receives up to 500,000 new records every month. The disConnect file cross-references data from a variety of sources to identify individuals who have moved and can be used to remove erroneous records from your database, reducing data volumes, campaign wastage and costs whilst increasing relative response levels.

## reconnect

Select the reConnect file to trace home-movers and maintain contact with valuable customers or prospects on your database. Created by Equifax and using multiple data feeds, reConnect is claimed to identify a 'move' earlier in the process and thus gets information to the marketer faster than other similar products. The file contains more than 20 million records and is updated monthly. Use the reConnect file to maintain contact with home-movers or re-familiarise former customers and prospects with your brand, sustaining existing relationships and improving the efficiency of your campaigns.

## SubtrAction

Use the SubtrAction file to access unique data sources and identify additional goneaway records within your customer and prospect databases. Supplied by Transactis, the SubtrAction file draws data from Council goneaway notifications and a consortium of 100+ online and offline mail order companies. The file contains in excess of 14 million records, over 4 million of which are unique, and receives quarterly updates of more than 200,000 records. Transactis use detailed verification processes before adding new records and employ ongoing transactional screens to maintain its accuracy. Screening data against the SubtrAction file will cost-effectively increase the number of goneaway records that can be removed from customer and prospect databases, helping to reduce campaign volumes and deliver improved ROI.

## Mortascreen

Use the Mortascreen file to identify and suppress those records on your database that relate to deceased individuals. Containing over 8 million records collected from a variety of sources, including the Probate Systems of England, Wales and Scotland, Mortascreen receives monthly updates of approximately 50,000 records. Users can apply flags with a selected 'confidence rating': the lowest being based on postal-return data and the highest using only Probate data. In addition to preserving brand image by avoiding sending unwanted communications to deceased individuals, cleaning your database using Mortascreen will lower campaign volumes and production costs whilst increasing ROI.

## The Bereavement Register

Flag or remove the details of deceased individuals held on customer and prospect contact lists by screening records against The Bereavement Register. Compiled by the REaD Group from information volunteered by family and friends of the recently deceased, the file contains approximately 3 million records and receives monthly updates of between 10,000 and 30,000 names and addresses. Identifying the details of deceased individuals on your database will reduce campaign wastage and increase relative response levels whilst protecting your brand image and avoiding the potential for embarrassing and upsetting communications errors.

## Halo

Screen records against Halo to verify data and combat instances of attempted deceased identity fraud. Compiled by Millennium Plc from data sources including Govt. records and the Probate system, Halo receives monthly updates of up to 50,000 names and offers a confidence rating of 1 to 10 on the level of verification that the record identified belongs to a deceased individual. Only available for anti-fraud purposes, the file helps companies to avoid potential bad debt and combat one of the fastest growing crimes in the UK – deceased ID theft.

## Combined Deceased

The combined deceased screening service was launched in response to users requests for access to the specifically identified deceased records contained in some of the non-traditional deceased suppression files. In addition to holding all of the records from the Bereavement Register and Mortascreen; with the option to only include records from Mortascreen that meet pre-defined confidence ratings; the combined service also allows users to screen their file against records flagged as 'deceased' from the Universal Suppression Service, disConnect and the Mailing Preference Service. Users can choose to screen against all of these datasets, or alternatively can switch off certain files using the check boxes on the interface of Capscan Integrity.

## Business Changes File (Flagging)

The Business Changes File Flagging service identifies records on B2B marketers' databases where the company has moved premises or ceased trading; flagging or deleting the records according to your specification during job set-up. Created using data from the Royal Mail business redirection service, plus additional data feeds, the BCF file receives monthly updates and contains in excess of 5 million records. Applying BCF flags will enhance the accuracy of your B2B database, increasing the response rate and improving campaign performance by significantly reducing resource wastage, lowering production costs and ensuring messages reach their target.

## Business Changes File (Tracking)

The BCF Tracking service enables B2B marketers to identify companies on their database that have moved premises and provides new address information, increasing the available pool of contact records for future campaigns. Compiled by Royal Mail from various sources, including RM's business redirection service, the BCF file holds over 5 million records and receives monthly updates. Processing your data against the BCF Tracking service will reduce wastage and enable B2B marketers to maintain valuable relationships with commercial clients or prospects after they have moved premises.

## The Business Suppression File

Business data decays by up to 33% per annum: screening data using the BSF enables B2B marketers to keep up with the changes on their database. Compiled and distributed by the REaD Group, the BSF combines information from a variety of sources, including D&B and Experian, to create a file of approximately 7.5 million records relating to known business failures and relocations. Marketers screening customer and prospect data against the BSF can cost effectively remove the details of those businesses no longer trading at the address held on file, suppressing erroneous records and concentrating marketing effort and budget on valid targets.

### **Telephone Preference Service**

Screen consumer data against the Telephone Preference Service file to identify individuals who have registered their preference not to receive unsolicited sales and marketing calls. The TPS file is administered by the DMA UK, contains over 15.5 million telephone numbers and receives daily updates. Under legislation introduced in 1999 companies making unsolicited calls to consumers must have screened records against the TPS within the preceding 28 days or risk fines of £5,000 per breach. Flagging TPS registered telephone numbers not only helps you to avoid unwanted fines, it also ensures that non-responders are removed from your calling lists; reducing costs and the potential to damage your brand.

### **Corporate Telephone Preference Service**

Apply Corporate Telephone Preference Service flags to your B2B calling lists and quickly identify Limited companies, Plcs and not-for-profit organisations that have registered their preference not to receive unsolicited sales and marketing telephone calls. Containing approximately 2 million records and receiving daily updates, the Corporate TPS file is administered by the DMA and holds records for a maximum of 12 months. Companies making unsolicited calls to businesses must have screened their telephone numbers against the CTPS file within the 4 weeks preceding the call or risk fines of up to £5,000 per registered number they contact. In addition to maintaining legal compliance, CTPS flags will help identify those companies unlikely to respond to telephone-based campaigns.

### **Fax Preference Service**

Use the FPS service to identify organisations that have registered their preference not to receive unsolicited sales and marketing materials via their fax line. Established in 1997 by the DMA UK and now a legal data processing requirement for companies undertaking unsolicited fax broadcasts, the FPS file contains over 2 million records and receives daily updates. Those companies undertaking fax marketing campaigns must ensure that their data has been screened against the FPS file at some point in the 28 days leading up to the broadcast and ensure that they avoid sending communications to FPS registered fax lines. Applying FPS flags to your data will protect your brand from negative associations with unscrupulous practices and will also help you to avoid the cost of fines of up to £5,000 per registered fax number contacted.

### **Mailing Preference Service**

The MPS register holds the names and addresses of individuals who have registered their preference not to receive unsolicited direct marketing via the postal service. Containing approximately 4.5 million records and receiving monthly updates, the MPS is administered by the DMA and screening mailing files against it forms a strong element of the organisation's Code of Practice. Although not legally obliged to screen against the MPS file, companies observing best practice and common commercial sense will remove registrants from their data to reduce wasted efforts to mail non-responsive consumers.

### **Baby Mailing Preference Service**

Use Baby MPS screening to identify parents who have suffered a miscarriage or the loss of a baby and have registered their preference not to receive baby-related mailings. Launched in 2002, the Baby Mailing Preference Service file currently holds more than 12,000 records and is managed by the DMA UK, receiving monthly updates. Use of the Baby MPS file is not enforced by legislation, but companies undertaking baby-related communications campaigns are advised to screen records in order to avoid causing any unnecessary distress to recently bereaved parents.

## **TPS+**

Save a copy of all telephone numbers submitted for TPS screening in the past 12 months and take advantage of reduced re-screening costs using the TPS+ service. Since 1999 companies undertaking unsolicited telephone sales and marketing must screen their data against the TPS file and remove registered numbers or face potential fines. The TPS+ service keeps a copy of the numbers submitted and offers users reduced costs for re-processing these records next time the file is cleaned. In addition to ensuring ongoing compliance, TPS+ reduces data processing costs and provides users with an audit trail of their TPS usage.

## **Corporate TPS+**

Keep a record of telephone numbers submitted for Corporate TPS screening in the past 12 months and take advantage of reduced future processing costs. Since 2003, companies making unsolicited sales and marketing calls to businesses must suppress the details of CTPS registered organisations or face the risk of fines for every breach. The CTPS+ service allows users to submit files for CTPS screening and keep a log of numbers processed during the past year. Any numbers re-submitted are processed at a reduced rate, improving campaign cost efficiency whilst ensuring users continue to operate within the confines of the legislation.

## **Deduplication (Online)**

Identify duplicate records on your customer or prospect database by using the intelligent fuzzy and phonetic matching algorithms of the online system; establishing user-defined matching criteria to recognise duplicate records at household, surname, individual or business level. The online dedupe service identifies repeated records within the uploaded file using matching routines created, maintained and refined by the in-house development team. Deduplication of files will reduce campaign wastage, avoid repetition of communications and ensure that users do not incur multiple suppression charges for flags on duplicated records.

## **Profanity Check**

Identify salacious words or phrases added to customer and prospect records either inadvertently or maliciously. Using a file created in-house, the Profanity Check service identifies rude and offensive words or phrases and phonetic matches. In-built intelligence ensures the service does not flag genuine locations or surnames, such as 'Cockermouth' or 'Dickson'. Flagging salacious words and phrases ensures that direct communications do not alienate customers or cause offence. Screening customer and prospect records against the file will help you to avoid embarrassment, protect the brand image and maintain positive customer relationships.

## **Name Formatting**

Standardise the presentation of names on customer and prospect databases using the Name Formatting service. Researched and compiled internally, the file for the Name Formatting service is under constant review, with additional detail included as it becomes available. In addition to presenting a consistent image, using the Name Formatting service will help users to apply correct gender flags and salutations to their files, as well as split the name field in to a variety of layouts for future use; improving efficiency and external perception. The Name Formatting service can also be used to enhance matching capabilities for further data management processes.

## **Age Append (Online)**

Screen customer and prospect data against the Age Append service to add age information to your records. Created in-house by combining information aggregated from a number of the leading UK consumer data providers, the Age Append file provides users with access to the age of more than 20 million UK consumers. Use the Age Append service to improve your

understanding of target markets by adding age information to your records, providing a basis for analysis of life-stage across your file and the opportunity to identify key 'age-groups' amongst your customers in order to drive selections for future acquisition campaigns.

### Email Validation



Check the deliverability of email addresses held on file by passing records through the Email Validation service. Developed internally, the validation process uses a four tier confidence rating to classify the deliverability of an email address, comparing submitted data against established email protocols to identify errors. Remove known invalid email addresses from customer and prospect records to improve campaign performance and minimise the time and cost associated with handling large volumes of bounce backs. Suppressing invalid email addresses will also help senders avoid 'spam blacklists' operated by ISPs and Email providers, securing the long-term viability of their e-marketing activities.

### Email Append

The increasing availability of high speed internet connections is fuelling growth in online transactions and increasing the need for multi-channel communications. Adding email addresses to your offline customer contact records will help you to keep in touch with your increasingly digital-savvy customers. Data for the service is compiled from a number of partners, including ISPs, magazine publishers and gatherers of detailed online consumer surveys. The file contains approximately 13 million records with third party marketing opt-in. The email addresses are cleansed constantly through an additional soft opt-in process. The UKChanges>online service will only deliver a count of the number of email addresses available for the submitted file. In addition to opening up new channels to valued customers, adding email addresses to your records will reduce the cost of your communications, increase the opportunity for cost-effective personalisation of messages and also reduce the environmental impact of your campaigns.

**Examples of suppression matches that would be passed:**

Client record - Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Ian Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is given as all the supplied name details (Smith) match the suppression file.

Client record - I Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Ian Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is given as the supplied initial and surname details match the suppression file.

Client record - Mr Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Ian Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is given as all the supplied name details (Mr Smith) match the suppression file.

Client record - Dr Ian Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Mr Ian Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is given as the supplied title has no gender bias, and the rest of the name details (Ian Smith) match the suppression file.

Client record - Mrs K Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Ms K Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is given as all the supplied name details match the suppression file (Mrs and Ms are considered the same for matching)

**Examples of suppression matches that would not be given:**

Client record - Mr Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Susan Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is not given as the gender of the records is different.

Client record - Mr I Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Mr P Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is not given as the initials are not the same.

Client record - Mr Ian Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Mr Ian Brown, 25 St Johns Road, Oxford, OX1 1JT

This match is not given as the surname does not match.

Client record - Isabelle Smith, 25 St Johns Road, Oxford, OX1 1JT  
Suppression file record - Mr I Smith, 25 St Johns Road, Oxford, OX1 1JT

This match is not given as the gender is different, even though the initial matches.