



Suppress

Organisations are able to reduce campaign costs and prevent causing customer annoyance by identifying consumers and businesses that cannot or will not respond to communications as a result of them moving house or premises, passing away or registering with one of the preference services.

Goneaway Identification

Identifying and removing goneaway records enables organisations to reduce wasted mailing costs associated with inaccurate and out of date data. Experian Intact uses a range of Industry recognised reference files to enable organisations to identify consumers and businesses that have moved house or premises:

Absolute Movers (Consumer)

Absolute Movers is the UK's premier source for identifying individuals that have moved. Private and public data sources are used to accurately identify and validate individuals that have left an address, including:

- Customer informed moves
- Residency data from local authorities across the UK
- A consolidated database of active UK consumers

The file, containing over 40m records, is refreshed on a monthly basis and is used by more than 1,500 organisations in the UK.

Universal Suppression Service (Consumer)

The Universal Suppression Service file is supplied by the Royal Mail and contains data sourced from postal returns (goneaways and deceased), confirmed goneaways, historic suppression files and redirection data. The principle behind the file is that the more times 'goneaway' information is recorded, the greater the likelihood the person has moved.

National Change of Address (Consumer Goneaways)

The National Change of Address Goneaways service uses the National Change of Address file (sourced from the re-direction service) to identify individuals who are no longer present at an address.

The NCOA goneaways service contains information of those consumers who have not ticked the 'opt out' box when registering for the re-direction service.

Business Changes File (Business Updates)

The Business Changes File from Royal Mail combines Royal Mail business redirections, Dunn & Bradstreet data and other third party data to track, monitor and update changes to business information on a monthly basis.

The Business Updates service enables organisations to identify companies that have ceased trading or have moved premises (goneaways). The file contains over 2m records and is updated on a monthly basis with approximately 25,000-30,000 records.





Business Suppression File

The Business Suppression file comprises business databases including data identified from Dunn & Bradstreet's UK business file, The REaD Group's consumer and SoHo data, plus verified goneaways from Wegener Direct Marketing and Experian to create a file of over 8m companies and individuals.

Bereavement Processing

Removing deceased individuals from marketing communications, not only reduces wasted mail costs for an organisation but also reduces the risk of causing emotional distress for the family of the deceased individuals. Mailing deceased individuals is the single largest cause of complaints to the Information Commissioners Office.

Experian Intact's bereavement processing recognises the sensitivities associated with this subject and so utilises many of the recognised deceased files in the marketplace to provide as comprehensive a coverage of the UK's deceased population as possible:

Mortality Suppressions from Experian

This Experian file is a composite file of proprietary Experian deceased data and public record information to which Experian can append an address. There are over 1.8m individuals on the file, many of whom are not included on other commercially available sources.

Mortascreen Plus

The Mortascreen file is predominantly sourced from the UK probate registries and contains approximately 4.9m records. A person's estate goes into probate when the value is over £5,000 in England and Wales, and over £15,000 in Scotland. The file is further supplemented with insurance data, funeral directors' information, freepost forms that are issued to the deceased person's family for completion at the time of death registration, and mail returns marked as deceased. Mortascreen Plus is a sub set of this file, and contains only deceased information that has been verified.

Registry Deceased Trust

This file is sourced from the Registry Trust and contains details relating to individuals that have passed away whilst in the County Court Judgement process.





Preference Services

Organisations have a responsibility to ensure that their data is accurate and up-to-date, and that all marketing campaigns have been generated in accordance with the DMA's best practice guidelines. Not only does this ensure that marketing campaigns are compliant with the relevant principles of the Data Protection Act, but also reduces the risk of causing consumer annoyance and creating a negative image for the organisation sending the communication.

Mailing Preference Service (MPS)

The Mailing Preference service was set up 20 years ago and contains a list of names and addresses of consumers who have told the DMA that they wish to limit the amount of direct mail they receive.

The file contains approximately 2.6m records.

Whilst organisations are not legally obliged to use this file before deploying a direct mail campaign, it is a condition under the DMA's code of practice, and is also a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing, administered by the Advertising Standards Authority.

Telephone Preference Service (TPS)

The TPS file contains details of individuals at their residential address, who have registered their wish not to receive unsolicited sales and marketing telephone calls.

It is a legal requirement that companies do not make such calls to numbers registered on the TPS. Organisations found in breach of this can face a fine of up to £5,000.

Fax Preference Service (FPS)

The FPS file is a central opt out register of businesses (and individuals if they wish) that have registered not to receive unsolicited sales and marketing faxes.

It is a legal requirement that companies do not send such faxes to numbers registered on the FPS.

Corporate Telephone Preference Service (CTPS)

The Corporate Telephone Preference Service (CTPS) is the central opt out register of corporate subscribers who have registered their wish not to receive unsolicited sales and marketing telephone calls to either all their organisation's telephone numbers, or to specific numbers.

A corporate subscriber includes corporate bodies such as a limited company in the UK, a limited liability partnership in England, Wales and Northern Ireland or any partnership in Scotland. It also includes schools, government departments and agencies, hospitals, PLC's and other public bodies.

It is a legal requirement that companies do not make such calls to numbers registered on the CTPS. Unlike the other preference services, subscribers to the Corporate TPS service need to renew their registration on an annual basis.





County Court Judgements

Experian Intact also enables organisations to reduce financial risks associated with sending credit related direct marketing offers to individual's who have previously had a poor history of making payments. This service is only available as a suppression service; CCJ flags are not available on the client output file.

County Court Judgements

This information identifies individuals who have had a County Court Judgement or Bankruptcy raised against them. This file contains approximately 4.9m records, is updated on a monthly basis and is sourced from The Registry Trust. The information is held for 6 years after which time it is deleted.

