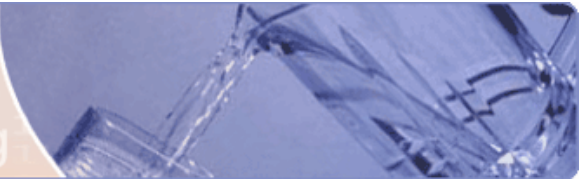


Experian Intact

online data cleansing



Job Number: 123456 / 123456

Dear Mr Data Audit



The results of your cleansing, submitted on [02/03/2009](#) are now available for collection. Simply run the Intact application or click [here](#), if you are using the browser version of Intact, and follow the retrieval instructions. The results are available for 5 days.

New Online Audit Available!

Features include:

- + Profile your results against the UK population for greater customer insight
- + View your results with and without the 'Movers' and 'OSIS' service
- + Export your audit results to Excel

Accessing the service is free! Simply log on to Experian Intact and select Step 3 'View your audit'

Please find below a complimentary audit of your data.

Data counts

- The following is a summary of the submitted data.

Number of records
(including 6 companies): **6,232**

Number of Telephone
Numbers: **7,879**

Number of FaxNumbers: **0**

These numbers relate to the number of records that were on the file you submitted, and how many of them contained telephone and fax numbers on input.

Addresses

- After Intact, **5,702 (91.50%)** are correct to PAF standard.

Number of addresses
which were verified as
correct: **4,730 (75.90%)**

Number of addresses
which were incorrect
before cleansing: **1,502 (24.10%)**

Number of addresses
which INTACT updated: **972 (15.60%)**

Number of addresses
which are not PAF
standard: **530 (8.50%)**

Experian Intact compares the data within your input file against the address information within the Postcode Address File, and details how many records are correct, and how many it can update.

Movers*

- Intact can supply new addresses for 70 (1.12%) of your customer records.

Number of house movers
with new address 70 (1.12%)
supplied:

When selecting the Movers service, the downloaded results file will contain flags indicating the source of the mover information - either Royal Mail or Experian.

Experian Intact uses Absolute Contacts and NCOA update to identify how many new addresses can be provided for individuals that have moved.

Telephone Numbers

- Intact has been able to match 1,732 of your records to the telephone numbers service.

Also, Intact has been able to match 3,945 of your records to the OSIS All service.

OSIS All is the full directory listing including the XD and DQR (Directory enquiry records) entries. We are not allowed to provide a breakdown on the number of different telephone numbers nor which tel type they are. Please note that XD telephone numbers will not be appended or output when selecting the 'OSIS ALL' service - due to compliance reasons.

Intact will be able to amend 4 of your supplied telephone number records to fit the latest area codes (Big Number Day changes).

Experian Intact uses BT OSIS to append telephone numbers to your file where they are missing.

National Canvasse

- Intact has identified 3,668 (58.85%) of your records on National Canvasse. Breakdown below.

Number where the
individual appears on the
National Canvasse file: 1,056 (16.94%)

Number where the family
appears on the National
Canvasse file: 2,612 (41.91%)

National Canvasse is Experian's Electoral Roll replacement product, and contains details of more than 40m individuals in the UK. Experian Intact matches the records on the input file to National Canvasse at two levels.

Age

Intact has been able to provide an actual date of birth for 439 (7.04%) of your records:

Number of records that
have a DOB provided at
forename level: 0 (0%)

Number of records that
have a DOB provided at
initial level: 439 (7.04%)

Number of records that
have a modelled age band
allocated: 6,232 (100%)

Please be aware that initial level matching is a looser level of match than forename. Matching at initial level may result in a date of birth for another individual in the household (whom shares the same initial and surname) being appended.

Suppressions

Please note that the number of Goneaways will increase substantially if the "movers" identified above are not downloaded.

Intact matches to our suppression services at three different levels.

Forename – This provides the tightest matching level, but relies on a full forename being supplied on client data and on the data sources available within Intact. This level should only be used for customer database updates where the other levels are not felt to provide a secure enough match. There is a very high possibility that accurate matches which would be spotted at Initial level would be missed.

Initial – This is the normal standard level of matching which is the recommended level for most situations. It includes all matches generated at forename to forename level plus any matches where an initial has to be used to identify an individual as this is all that has been supplied on the client file or all that is present on the data sources in Intact.

Surname – Includes all of the above plus any matches which are at the family or surname level, so no reference is made to either the forename or the initial.

Intact provides the appropriate indicator on generated. So taking the Initial level service will be the results file.

Experian Intact uses a number of different data sources to identify records where the individual has moved house.

Gone Aways	Unique Hits	Cumulative Flags
Forename:	0 (0.00%)	0 (0.00%)
Initial:	98 (1.57%)	98 (1.57%)
Surname:	1,008 (16.17%)	1,106 (17.74%)

Deceased Persons

Forename:	0 (0.00%)	0 (0.00%)
Initial:	4 (0.06%)	4 (0.06%)
Surname:	162 (2.60%)	166 (2.66%)

County Court Judgements

(Only available with MailFile download option)

Forename:	0 (0.00%)	0 (0.00%)
Initial:	43 (0.69%)	43 (0.68%)
Surname:	166 (2.60%)	176 (3.30%)

Records that have been identified as having a county court judgement can only be suppressed. Experian Intact cannot flag these records and supply them back on the output file.

Preference Services

Number which appear on MPS: 570 (9.15%)

Number which appear on TPS: 1,816 (29.14%) (Expiry Date:25/03/2009) This figure relates to client supplied telephone numbers only, under the BT OSIS T&Cs we are unable to provide TPS match information on the BT OSIS supplied numbers but on average a typical match rate could be anything between 30-80%.

Number which appear on FPS: 0 (0%) (Expiry Date:25/03/2009)

Organisations have a legal obligation to remove individuals who have registered with either the TPS and/or FPS service.

Duplicate Detection

- Out of 6,232 records you supplied, Intact detected 4 (0.06%) duplicates.

Number of distinct individuals: 6,228 (%)

Number of distinct families: 6,217 (99.76%)

