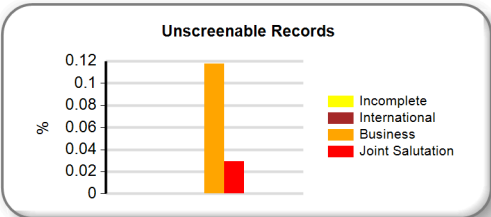


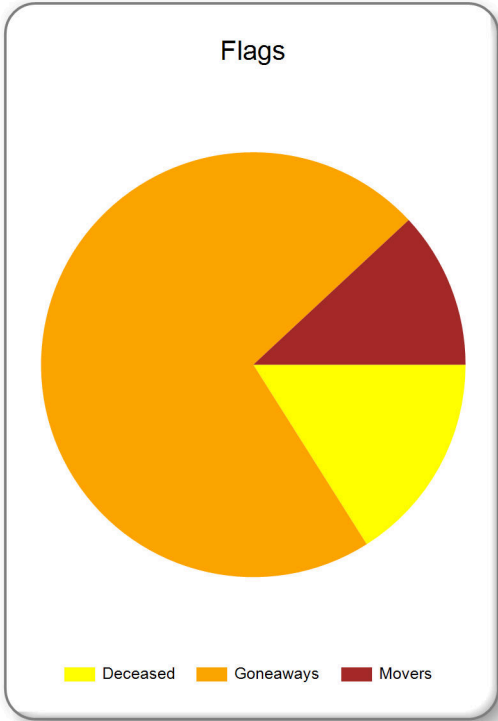
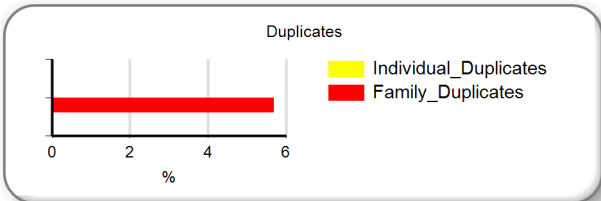


<b>Date</b>	12/04/2021	<b>Total Records Supplied</b>	6,798	100 %
<b>File Format Received</b>	CSV	<b>Total Clean Records</b>	6,006	88.35%
<b>Industry Sector</b>	N/A	<b>Total Defective Records</b>	792	11.65%



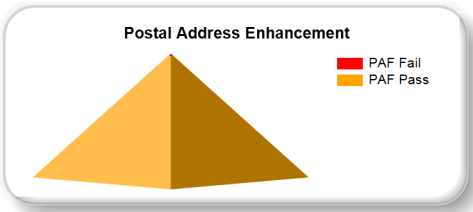
Unscreenable Records		
Incomplete Data	0	0.00%
Business Addresses	8	0.12%
International Addresses	0	0.00%
Joint Salutation Records	2	0.03%

Deduplication		
Individual Level	1	0.01%
Family Level	386	5.69%



Suppression Screening			
File	File Type	Forename Only	Forename & Initial
Mortality Suppressions	Deceased	35	38
National Deceased Register	Deceased	47	54
	Deceased	0	0
The Bereavement Register	Deceased	33	37
<b>Deceased Total</b>		<b>115</b>	<b>129</b>
Absolute Movers	Goneaways	76	86
Re-Mover	Goneaways	363	427
Purity	Goneaways	34	39
NCOA - Suppress	Goneaways	27	28
<b>Goneaways Total with Deceased</b>		<b>500</b>	<b>580</b>
<b>Goneaways Total without Deceased</b>		<b>478</b>	<b>553</b>
Absolute Contacts	Movers	9	10
	Movers	0	0
NCOA - Update	Movers	85	86
<b>Movers Total with Deceased</b>		<b>94</b>	<b>96</b>
<b>Movers Total without Deceased</b>		<b>93</b>	<b>95</b>

Postal Address Enhancement		
Addresses Passed	6,667	98.22%
Addresses Failed	121	1.78%
Mail Preference Service	966	14.23%



Wealth Intelligence		
Individual Level Matches	39	0.57%
Family Level Matches <i>(Includes Individual Level Matches)</i>	92	1.36%

Email Address Append				
Email Addresses available at Address and Initial Level	602	0	602	8.87%

Telephone Number Append				
Landline Telephone Append (update, append & verify)	1,815			26.74%
Ex Directory Flagging and Landline Telephone Append (update, append & verify)	5,050			74.40%
Telephone Preference Service Flagging	0			0.00%
Mobile Telephone numbers available at Address and Initial Level	541	0	541	7.97%

Date of Birth		
Birth Dates available at Forename Level	1,161	17.10%
Birth Dates available at Initial Level	301	4.43%

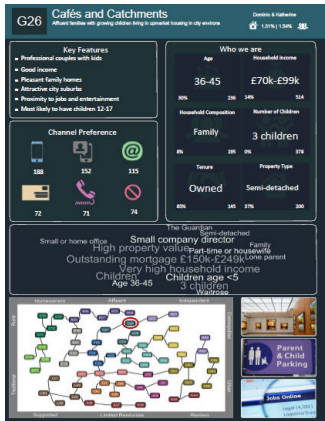
Residential Validation		
Names confirmed at present address at Individual Level	2,849	41.97%
Names confirmed at present address at Family Level	1130	16.65%

MOSAIC Classification Append	
Records Available for MOSAIC Classification Append	6,102

MOSAIC UK classifies all consumers in the United Kingdom by allocating them into one of 66 types, which are grouped into 15 categories.

Each type has a detailed description which will tell you likely characteristics such as which media people are more likely to respond to, purchasing trends, holiday habits, housing types and tenure, likely leisure pursuits and life stage. From this information you can build up a picture of the people on your database which can then be analysed further.

Figures shown are for illustration only and do not relate to the supplied data.



Migrate Data Ltd.'s Data Enrichment Services constitute further processing of your customer/supporters data under UK/EU privacy laws. As the Data Controller, you must ensure that the process of data cleansing and enrichment is within the scope of the uses of 'customers /supporters' personal data that were listed in your public-facing Privacy Policy at the point in time you originally collected the data. If you conclude that Data Enrichment Services are not compatible with the ways you stated you would use 'customers/supporters' information in your Privacy Policy, using the service may be prohibited by UK/EU privacy laws.

## Glossary

### **Total Clean Records**

This is derived from removing the count of defective records from the total records supplied.

### **Total Defective Records**

This figure is calculated by combining the total records identified as incomplete data, duplicates at individual level, Deceased at Forename level, Goneaways and Movers (both at forename and initial level).

### **Unscreenable Records**

These are records deemed unsuitable for processing this includes data which contains joint salutations, name and/or address data with insufficient field population and records which are deemed to be either business or international.

### **Deduplication**

These are records which are deemed to be the same at either individual or family level. Flagging these records enables the immediate ability to save money on wasted duplicate mailings.

### **Deceased**

Flag individuals who are listed in the public domain as deceased. Identifying people who are deceased prevents distress and brand damage.

### **Goneaways**

These are individuals who are no longer at the address provided for processing. By flagging these records you will save money by not mailing people who are no longer at the address.

### **Movers**

A mover is an individual who has moved from the address provided, and unlike a goneaway, a new address can be supplied. This allows you to stay in touch or reconnect with lost/lapsed individuals.

### **Postal Address Enhancement**

Using the Postcode Address File (PAF), data is structured and altered to match the standard address format of Royal Mail. PAF is a complete database of every address and postcode in the UK to which mail is delivered. The database contains 29 million addresses of consumers, businesses and other organisations. Using PAF enables organisations to obtain Royal Mail postal discounts.

### **Mailing Preference Service (MPS)**

The MPS file contains names and addresses of consumers who have informed the Direct Marketing Association that they wish to limit the amount of direct mail they receive.

### **Wealth Intelligence**

This identifies liquid asset millionaires existing on your database by screening against Prospecting for Gold's Wealth Intelligence Database. The data set contains over 280,000 individuals which have been factually researched using public domain information.

### **Email Append**

This service simply appends an email address to records provided, where possible. This will give you an alternative method of contact and improves your digital footprint.

### **Landline Telephone Number Append**

Using our Telephone Append master file, new numbers can be added to your database. In addition any numbers supplied are verified or updated where possible.

### **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.

### **Mobile Telephone Number Append**

Append a validated mobile telephone number to records on your database. This gives you an alternative method of contact.

### **Date of Birth**

Append a date of birth to records; this will enhance your data allowing improved segmentation for analysis and/or marketing campaigns.

### **MOSAIC Classification Append**

MOSAIC UK classifies all consumers by socio-economic and cultural demographic information. This service will append both the Group & Type allowing detailed data segmentation to take place.