

# Suppression Data Sets Guide

Improving the accuracy and enhancing the value of your data assets

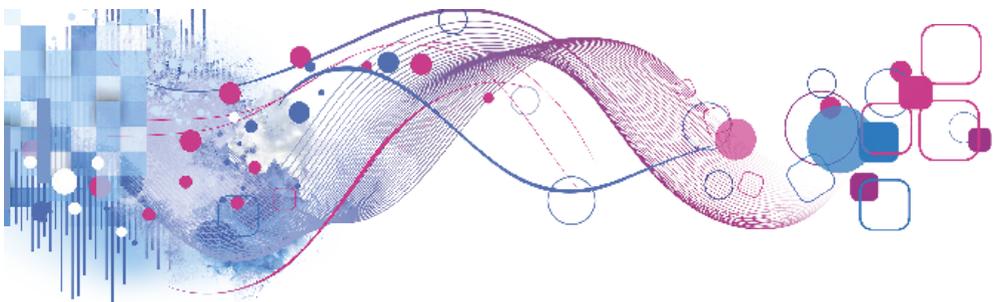
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The need to clean, maintain and suppress data should be recognised by all organisations as a fundamental part of Data Management (CDM). Treating data in this way helps to retain customers, enhance database analysis and improve business efficiency.

The consequences of allowing data decay can mean that your organisation may:

- Not be able to achieve a competitive advantage as business decisions are based on unreliable and inaccurate contact data
- Have difficulty maintaining a single customer view
- Send information by post that never reaches the intended recipient
- Deliver goods and services which do not arrive on time
- Damage customer relationships
- Increase the risk of fraud through mailing to goneaways and the deceased

Our suppression tools will help maintain the quality and durability of your data over time. It matches information against a range of datasets from your desktop providing you with control and security over your data.



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## NCOA Update

Containing more than 21 million records, the NCOA (National Change of Address) Update file can help identify and locate those people who have changed address, as well as their associated forwarding address by matching records to surname or to individual level, helping you to avoid contacting an individual or family who have moved.

### **Benefits of NCOA Update:**

- Helps to maintain contact with high value clients
- Reduces wasted mailings to those that will not respond
- Helps organisations keep in contact with those that have moved, maintaining a warm prospect pool
- Increases the cost-effectiveness of campaigns
- Helps eliminate fraud

### **Data sources**

NCOA Update is sourced from the Royal Mail's redirection service, where people who have moved house pay to have their mail redirected to a new address for a certain period of time.

## NCOA Suppress

The NCOA (National Change of Address) Suppress dataset contains over 40 million records with details of individuals who are deceased or who have moved address.

### **Benefits of NCOA Suppress:**

- Saves organisations money on postage, print and production
- Helps to run more cost effective campaigns
- Reduces the risk of poor brand perception associated with contacting someone who has passed away

### **Data sources**

NCOA Suppress information is gathered from various sources by the Royal Mail, from mail redirections, and from companies who contribute their returned mail to the NCOA Suppress.

## The Gone Away Suppression (GAS) file

The GAS file was established in 1992 to address the problem of mailing people who have genuinely moved house. The GAS file combines a large number of consented datasets from organisations that have been notified when someone moves in or moves out of a property. The GAS file is supplied by The Data Agency and includes: government information (i.e. from local authorities) and information from blue chip organisations that have a transactional relationship with their customers.

### **Benefits of using the GAS file:**

- 41 million records – of home owners, split household moves and long/short term renters
- Updated daily with 450,000-650,000 new records added each month
- 90% of all UK home movers are added to the GAS File within 12 months
- Capability to clean databases containing records of up to 8 years old

## The Bereavement Register (TBR)

The Bereavement Register (TBR) is a leading consumer service that helps stop direct mail from being sent to the deceased. TBR is provided by The Data Agency who produces Death Certificate Folders for UK Registrars, which contain a FREEPOST tear off registration form, given to bereaved families. TBR leaflets are found in more than 5,000 key points throughout the UK. Distributed through a number of outlets such funeral directors, hospitals, hospices, police family liaison officers, solicitor firms, charities and Citizen Advice Bureaux, each leaflet explains how the data will be used. TBR is sourced directly from bereaved families and friends who have provided details of the deceased.

### **Benefits of using TBR:**

- Most records captured within 14 days following death
- Updated daily and released monthly
- All records are permissioned and validated, giving you reliable non assumed accurate data
- 3.2 million records with 10-30,000 new records added per month
- 75% of direct mail that is cleaned in the UK is screened against the TBR Data sources

## Experian Absolute Movers

The Absolute Movers dataset identifies and validates individuals that have left an address. With over 60 million records, the Absolute Movers file offers the greatest depth of coverage for goneaways in the marketplace.

The Absolute Movers dataset is sourced from private and public data sources such as customer informed moves, residency data from local authorities across the UK and a consolidated database of active UK customers. Mover information is continually monitored and updated on a monthly basis, ensuring that the latest goneaways are available for suppression.

### **Benefits of Absolute Movers:**

- Saves money on campaign costs by identifying goneaways
- Reduces mail returns and increases response rates
- Helps organisations maintain contact with high value clients
- Helps organisations keep in contact with those that have moved and maintain a warm prospect pool
- Helps eliminate fraud

## Experian Mortality Suppression

On average, over 170,000 mailings are delivered to people who have passed away. Mortality Suppression utilises trusted propriety data and all of the industry's major deceased files to provide unrivalled coverage. This enables organisations to accurately identify and suppress the deceased.

Mortality Suppression data contains over 1.9 million records supplied from private and public data sources. It is compiled from trusted deceased data sources identifying individuals that are not present within any other commercial source. This unique data compliments Experian's existing suppression services which include all of the industry's major deceased files.

### **Benefits of Mortality Suppression:**

- Reduces the wasted cost of mailing the deceased, and the associated risk of fraud
- Protects brand reputation against the negative impact of mailing the deceased
- Ensures organisations are compliant with legislation governing the use of personal data

## Mortascreen Mortalities

Mortascreen Mortalities is one of the largest and most up to date sources of deceased names currently available. It contains over 6 million records, with around half a million records collected and added each year, accounting for roughly 85% of all deaths in the UK. This makes Mortascreen the largest file of its kind, with the most comprehensive collection of recent deaths.

The Mortascreen Mortalities dataset is sourced from Probate data, Funeral Directors, Insurance data, the Deceased Preference Service and other third party data.

### **Benefits of Mortascreen Mortalities:**

- Helps organisations avoid damaging brand perception
- Ensures more accurately targeted mailing campaigns and better maintained customer records

Mortascreen is licensed for the purpose of direct mail suppression only. It may not be used for credit screening or fraud detection purposes

## Mailing Preference Service

The Mailing Preference Service is a suppression file set up to enable consumers to have their names and home addresses in the UK removed from lists used across the direct mail industry.

The Mailing Preference Service dataset is sourced from the Direct Marketing Association (DMA).

### **Benefits of the Mailing Preference Service:**

- Ensures organisations comply with the Advertising Standards Authority
- Improves brand perception through not mailing to those who do not wish to receive direct marketing

## Telephone Preference Service

The Telephone Preference Service is a sister service to the Mailing Preference Service with over 14 million telephone numbers in the file.

The Telephone Preference Service is a central database where individuals can register their wish not to receive unsolicited sales and marketing telephone calls.

The Telephone Preference Service is sourced from the Direct Marketing Association (DMA).

### **Benefits of the Telephone Preference Service:**

- Ensures organisations comply with the Advertising Standards Authority
- Improves brand perception through not phoning those who do not wish to receive unsolicited phone calls

## International data for suppression

Also available as a standalone dataset.

International data will appeal to organisations that currently operate internationally, or those that are looking to expand operations abroad. Access to global contact data from one source will facilitate a single global process for contact validation. International data is sourced from the national postal authority for that particular country.

### **Benefits of International data:**

- Ensures international addresses are verified and formatted with confidence
- Assists with the efficient delivery of international goods/services/information
- Enables a single global process for data collection and standardisation
- Ensures mailings are not sent to incorrect addresses

## Absolute Contacts

Absolute Contacts provides up-to-date and verified change of address information

### **Benefits of International data:**

- Absolute Contacts utilises Experian's wealth of name and address data and propriety business processes to accurately identify changes of address
- Absolute Contacts contains around 19 million address changes
- For a leading home shopping organisation up to date addresses were available for 43% of recently identified goneaways
- Experian was able to relocate almost half of lifestyle responders with whom contact had been lost

### **Data sources**

Absolute Movers is used to confirm an individual has left an address. The Edited Electoral Roll and other compliant sources of information (such as shareholders data or Companies with large commercial databases built from customer transactions) are then utilised to verify that they are currently resident at the new address, ensuring only genuine address changes are identified within Absolute Contacts.

## Why Experian?

### Why Experian?

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing your business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximize every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 37 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

**Learn more at [www.experianplc.com](http://www.experianplc.com)**

**Learn more about data quality from Experian at [www.edq.com/uk](http://www.edq.com/uk)**

### Next Steps...

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