

## SPECIAL TERMS AND CONDITIONS RELATING TO THE NATIONAL DECEASED REGISTER MARKETING DATA

- 1.1 In these Special Terms and Conditions the following words shall have the meanings ascribed below:

**“Client’s Database”** means the Client’s own internal database or databases of customers and/or prospects;

**“Client Services”** means the use of the NDR for the sole purpose of suppressing and/or flagging records contained in the Client’s database for the purpose of identifying deceased individuals prior to sending marketing communications to individuals;

**“Client Services Products”** means any and all information derived from the use of the NDR or the provision of the Client Services;

**“Excluded Use”** means use of the NDR for the purpose of or in connection with the management of annuities or pension schemes;

**“NDR”** means the National Deceased Register;

**“Permitted Marketing Use”** means the use of the Client Services Products for the purpose of suppressing deceased records from the Client’s Database prior to sending marketing communications to individuals; and

**“Screened Data”** means the resulting list of data records after the Client’s Database has been run against the NDR to which permanent flags and/or one use suppressions have been applied.

- 1.2 The Client may only use the Client Services Products for the Permitted Marketing Use and for no other purpose.
- 1.3 The Licensee must not use the Client Services Products for the Excluded Use.
- 1.4 The Client must not create any database of deceased individuals comprising any Client Services Products.
- 1.5 The Client must not permit any third party to use or have access to the Client Services Products.
- 1.6 Where Experian has screened the Client’s Database against the NDR by applying one use suppressions, the resulting Screened Data may be used by the Client for one direct marketing campaign only and once used, the Screened Data must be deleted.

1.7 The Client may not sub-license, assign, transfer, sell, lease, rent, charge or otherwise deal in or encumber the Client Services Products, or make them available in any way to any third party.