

Completing your Data Quality Audit

The following document outlines the key information you need in order to complete your data quality audit.

Why do I need to complete a Data Quality Audit?

Completing a contact data assessment for both your customers and employees means you can bring together your existing data sets to have a complete view of your data.

Data quality is central to the success of your notification to those effected in a data breach. Your primary goal when sending your notification communication is to reach as many recipients as possible.

Here are some of the important contact data checks to carry out:

- Are email and postal addresses still valid?
- Is the data in a consistent format ?
- Is the data discrepancy free? Eg. free of spaces before and after email addresses.
- Have you recently checked your data for goneaways, deceased?
- Do you have a central processing point for updates and a secure place to store your data?
- Can data be quickly and easily retrieved?

Summary of the key steps you can take

To validate your data sets there are three key steps:

1. Bring together all of your employee and customer data. Remember you need to do this for all of your respective brands.
2. Review your contact data to ensure you can physically send a notification. It is important to include in your assessment: first names, last names, email addresses, home addresses at the very least. Then you have the capability to send emails or letters when you need too.
3. Are they in a consistent format and is the key data set up-to-date? Can you check this across your platforms or with the contacts themselves?

Experian Data Quality Audit

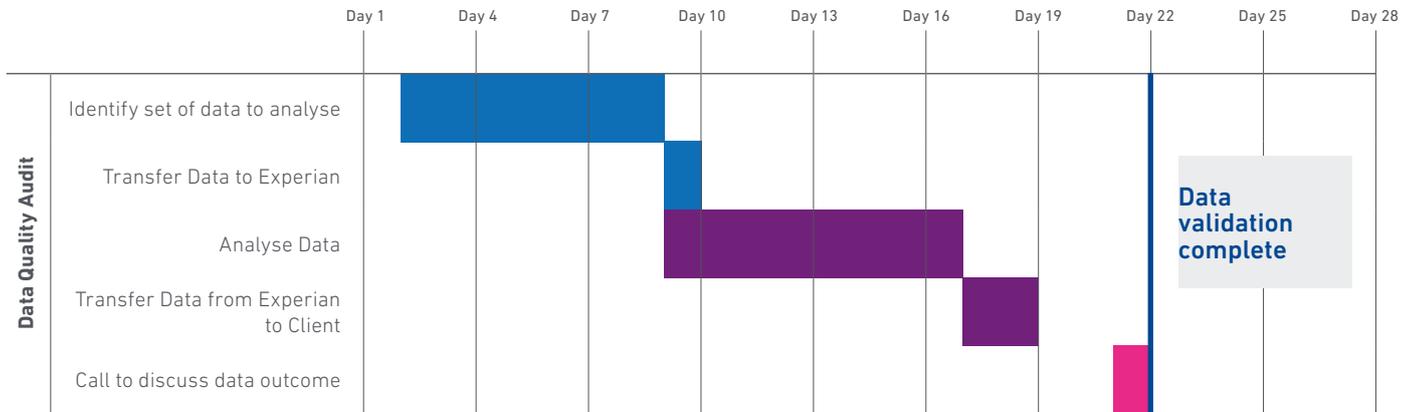
Did you know Experian can carry out an initial FREE audit of your contact data to Help you understand how accurate your data is.

We've outlined the the approach we take below. If you are interested in learning more contact us at breachresponse@experian.com



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Steps I now need to take to complete my data quality audit?

Step 1a

Experian will set up a call to agree the approach for your data quality assessment. In order for us to do this please confirm who from your team you would like to attend the call.

Organisation			
Individual Name	Position	Email Address	Contact Number
Availability over the next 2 weeks for a call:	Date	Time	
			to

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What will we cover in our call?

Step 1b

An appointment will be sent to you and your team on one of the dates/times allocated above.

The call deliverables include:

- What data can be validated and the file type you will need to send to us
- How to transfer your data to Experian safely using a Secure Transfer System (STS)
- Key information about how we analyse the contact data
- The output report you will receive once the audit has taken place.

Sending your data to Experian via Secure Transfer System (STS)

Step 2

Now you have completed your call, you will then be asked to extract and send across your data (up to 250,000 records) ready for validation.

The format of the data will need to be sent in either an Excel or .CSV format. See example below.

Client's unique Reference	First Name	Surname	House name/ number	1st line of address	2nd line of address	Town/City	County	Postcode	Email Address	Mobile Number

Once you have created your data file you will need to send your data via the Secure Transfer System (see STS set up section on the readiness website on how this is done).

Step 3

On receipt of the data extract, Experian will process and analyse your data within five working days.

On completion of the audit, we will issue a summary report via the STS process and arrange a follow up call with the team to discuss the results.

We will be able to discuss the findings from the data quality assessment and make recommendations which can help you to improve your data quality.

For more information please contact us

Breachresponse@experian.com
www.experian.co.uk/databreach