

## National Deceased Register



## The UK's most accurate and reliable deceased suppression file

Each year over 40 million items of mail are sent to the deceased; this is not only a waste of marketing budget, it's also potentially brand damaging. Receiving mail addressed to a loved one that has passed away is upsetting for family members. It also increases the risk of fraud as criminals' target and intercept mail and use it to commit deceased identity theft.

It's essential organisations regularly screen and remove deceased records to manage customer relationships, protect brand reputation and ensure data remains accurate, up to date and compliant.

### What is the National Deceased Register (NDR)?

NDR is the UK's most accurate and reliable deceased suppression file containing details of over 5.5m deaths captured since 2001.

It will identify, flag and remove deceased customers and prospects from your database to ensure your data is accurate and compliant. NDR is unlike any other file in the market and here's why:

#### It's unique

**30% of NDR's deceased records are unique;** and never appear on any other deceased suppression file.

It contains over 90% of all UK deaths and is built from a range of exclusive data sources that are not available from any other provider.

#### It's up to date

Around 40,000 new deceased records are added to the file every month so you can flag and remove deceased records quickly and before they impact on your campaigns or customer relationships.

#### It's accurate and reliable

Our rigorous multi-source validation process is accurate, reliable and **\*ICO approved**. We don't accept 'assumed' data and we **never** use postal returns.

*\*Our file is the **only deceased suppression file** to have been examined and passed by the ICO so you can be confident it is fully compliant with all requirements of the Data Protection Act.*

## Our data sources

NDR differs from other deceased suppression files in the way in which it is compiled and updated.

Our data is derived from anti-fraud due diligence activities undertaken by FCA regulated organisations. The process is uniquely rigorous and robust. Records are only added to the file after multi-source corroboration and no volunteered, data is permitted which is why it is widely acknowledged to be the most accurate deceased suppression file in the market.

## Key attributes

- Strong data provenance
- Market leading levels of accuracy
- Captures over **90% of all UK deaths**
- **30% of records are unique** to NDR
- Around **40,000 new records** added every month
- **Over 5.5m deaths captured** since 2001
- Complete file refresh every month (in accordance with ICO best practice guidelines)
- Competitive and flexible pricing terms
- Each record is provided with a full name and address
- Our data **never** contains postal returns

## The benefits

### Protect your brand reputation

Avoid causing unnecessary upset to the bereaved and the associated impact on your credibility

### Reduce wastage

Mailing the deceased wastes large amounts of marketing budget; the costs of removing a record are far cheaper than production and mailing costs

### Prevent identity fraud

Deceased identity fraud is one of the fastest growing identity theft crimes in the UK, help prevent it by ensuring your campaigns do not fall into the wrong hands

### Remain compliant

Maintain the quality and accuracy of your data to comply with DPA & GDPR regulations

## Contact us to find out more

NDR is used by many marketing agencies, data processors and leading brands. Contact us now to get NDR working for your business

.