National Deceased Register

The UK's most accurate, reliable and comprehensive deceased identification file

13 million deceased records

Super-fast notification

30% unique records

Robust. Validated.

Affordable licensing

Flexible data access

the**ark**
DATA QUALITY SPECIALISTS

National
Deceased
Register

The UK's most comprehensive, accurate and reliable deceased identification file

Includes data on over **13 million deaths** dating back to 1995

Super-fast notification of death, with most deceased records added to the file within 6 weeks of death

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

Rigorous multi-source validation provides the most **accurate** source of data in the market

Our service is **competitively priced** and affordable for everyone. Plus our **flexible pricing** means you can choose to pay as you go or receive a fixed annual license

Access via **JetStream**, API or a direct feed of data (subject to minimum licence fees)

POWERED BY
JetStream
Data. Matched. Fast.

National
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What is the National Deceased Register?

13 million deceased records

Super-fast notification

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Affordable licensing

Flexible data access

NDR is the UK's most comprehensive, accurate and reliable deceased fraud and suppression file containing details of over 13m deaths captured since 1995. It will identify, flag and remove deceased customers and prospects from your database to ensure your data is accurate, up to date and compliant. **NDR** is also a key component in identifying fraudulent activity.

NDR is unlike any other file in the market and here's why:

Unique data sources

NDR is built from a range of **exclusive** transactional data sources and it contains **NO** volunteered data or postal returns. Audits consistently show that it contains at least **30% unique data**, not found on any other deceased identification file in the market.

Super-Fast

NDR contains over **90%** of all UK deaths, most deceased records added to **NDR within 6 weeks of death**.

Up to date

Around circa **48,000 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.

Full geographic and demographic coverage

NDR contains data for **all regions** of the **UK** and across **all age groups** and **incomes**.

Accurate and reliable

NDR can be relied on to **correctly identify** deceased customers and prospects. Our rigorous multi-source validation process is accurate and reliable. We don't accept 'assumed' or volunteered data and we never use postal returns.

Fully compliant

Our file is the only deceased identification file to have been examined by the **ICO**. In addition to this we have undertaken our own due diligence and compliance checks to ensure the **NDR** file meets the standard required under all relevant UK data law.

Cost effective

Our file is **competitively priced** and **highly affordable** - we believe every company should screen their data for deceased customers/prospects and we set out to make this as achievable as possible for everyone.

National Deceased Register

Key features of NDR at a glance

Key features

All the data you need

We provide comprehensive details that include:

Full name (including forename and middle initial)

Full postal address and **postcode**

Date added to the file

Year of birth or **date of birth**

Flexible ways to access your data

We provide 3 simple ways to access **NDR**:

Access via **JetStream**

Through our API technology

Direct Feed of Data

Simple pricing structures

Choose from either:

Pay as you go

Fixed annual fee

Either way we try hard never to be beaten on price.

Case Study

One of the UK's largest insurers used The Ark's **National Deceased Register** suppression file and found its customer database contained over 89,000 deceased individuals on a database containing 22 million records.

This worryingly large number of deceased records had gone undetected by all the other suppression files it had relied upon for decades to keep its data up-to-date, clean and compliant.

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NDR will help you to remain compliant

Using 3rd party suppression services to remove deceased customers is essential to maintaining data accuracy and meeting the GDPR data compliance requirements.

The GDPR's requirements regarding data accuracy are crystal clear:

> **Chapter 2, Article 5: 'Principles relating to processing of personal data'**
> *'Personal data shall be: 1d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy').'*

Holding records of goneaway customers could turn out to be a costly mistake. Out of date records could constitute a technical breach of the Regulation and incur penalties of 2% of global turnover or €10 million, whichever is greater.

What the ICO has to say about the National Deceased Register

The Information Commissioner's Office (ICO) have provided us with some guidance to pass on to our clients as follows:

> **Chapter 2, Article 5: 'Principles relating to processing of personal data'**
> *"Deceased individuals do not fall under the scope of GDPR or DPA 2018, however, there's still a duty of confidentially afforded to deceased individuals and therefore organisations need to consider if it's appropriate to retain these records or if to destroy them as they are no longer required... There may be some justification in retaining certain records of the deceased but that should be on case by case basis and on either a legal or legitimate basis to ensure compliance with other legislation."*
>
> *"If organisations are not checking information is accurate and up to date where 'necessary' they may not be compliant... Chapter 2, Article 5 relates to accountability*

The benefits of using NDR

Save your organisation money and simplify your suppression processing

NDR is the most comprehensive deceased identification file in the market. By utilising **NDR** on a fixed fee or at the top of your data hierarchy you will only need to top up very small volumes from other files saving your organisation a significant amount on suppression costs.

Protect your brand reputation

Avoid causing unnecessary upset to the bereaved and the associated impact on your brand and any damage that might cause.

Remain compliant

Maintain the quality and accuracy of your data to comply with DPA & GDPR regulations. Don't risk a fine.

Improve your ROI

Mailing deceased contacts is a waste of your company resources and budget. By using **NDR** to remove or flag these contacts you minimise wastage and your return on each campaign will be higher.

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.

Do your bit for the environment

Printing and sending out mail to non-existent contacts will have a negative impact on not just your organisation's resources but also on the environment's resources. Help keep carbon emissions down by only mailing to an accurate database.

Prevent identity fraud

Research from The Office of National Statistics estimates that up to 110 items of mail can be sent to a deceased individual in the 12 months after their death. This increases the risk of identity fraud as criminals intercept mail and use the documents to apply for products in the name of the deceased customer. Identity fraud is the fastest growing crime in the UK and reached an unprecedented 189,108 cases in 2018, a rise of 8% from 2017. The Ark can make available **NDR** Monitor specifically designed to combat fraud and assist with ID checks.

National Deceased Register

Interested to find out more?

Contact us now for more information or to book a data evaluation:

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