

# VAI

Vulnerability  
Affordability  
Index

## Identifying vulnerable customers



Financial  
Resilience



Health




Life  
Events



Capability

theark  
DATA SPECIALISTS



Insightful.  
UK coverage.  
Updated quarterly.  
Compliant.



Financial  
Resilience



Health



Life  
Events



Capability

The Ark's **Vulnerability Affordability Index (VAI)** enables organisations to identify potentially vulnerable customers on their database across the UK, in accordance with the FCA consumer duty guidance and other regulatory requirements around the identification and fair treatment of vulnerable customers.

**VAI** will help identify who on your customer base might be potentially vulnerable in one of 4 key categories; **Financial Resilience**, **Health**, **Life Events** and **Capability** in order that you can carry out your own due diligence and put in place appropriate support and care.

Modelled information for 29.5m households, providing a measure of vulnerability from 0 to 9 across 4 key measures of vulnerability:

#### Financial Resilience

Model based on loan applications, income over expenditure, pensioner income



#### Health

Census self-reported health and disability data



#### Life Events

Bereavement in household identified from National Deceased Register, scaled by recency of death



#### Capability

Index of multiple deprivation, poor literacy skills, poor English language skills, low levels of education



## Comprehensive health, life events, financial resilience, and capability data

Effective consumer vulnerability identification requires a comprehensive dataset. Matching your customer data to **VAI** provides insight into identifying those who may need your support. Our data is open source and includes households with self-identified vulnerability risk variables, created at a compliant postcode level and tagged at household level for matching purposes, removing the need to positively opt-in or permission your customers.

### Vulnerability Score

Each household has been scored by The Ark across each of the 4 categories of vulnerability with a score ranging from 0 to 9. A score of 0 indicates no level of vulnerability identified at that address, 1 being lowest of vulnerability in any category and 9 being the most likely to be vulnerable. Each licensee of the **VAI** can **select their own score across each of the 4 categories of vulnerability** in order **to set their own threshold of vulnerability** to act upon.

### Data Sources

**VAI** uses a number of sources as its base data including open source datasets from ONS (at Output Area level), the National Deceased Register, credit application, open source pension data (at Output Area level) and income over expenditure data (at Output Area level).

### VAI Model

The **VAI** model base data is taken at OA level from a number of **comprehensive data sources updated quarterly**.

This data is used to build out a UK wide model using disaggregation methods to estimate low level geographic values. The modelled data is then tagged at household level for ease of matching by the client. The process has undergone **extensive evaluation** and has proven to provide a highly accurate fully comprehensive means of **compliantly identifying levels of vulnerability** within the 4 key categories of risk.

## Data access and compliance

### Compliance

**VAI** is a modelled dataset using non-personalised data from different sources. These are open-source Census and ONS data (presented at Output Area level); Predictor which is financial affordability data (presented at Output Area level); and the Ark's National Deceased Register, coded at household level for bereavement and deceased data. The whole dataset is then tagged at household level for ease of matching so no personal data is used in compiling the register.

### How **VAI** Can be Made Available

**VAI** can be licenced as a raw dataset provided by secure data transfer method, for the client to use their own internal address matching process or can be matched quickly and accurately via the JetStream privacy controlled clean room match engine **[www.ark-data.co.uk/jetstream](http://www.ark-data.co.uk/jetstream)**

# Vulnerability Affordability Index - Key benefits



Financial  
Resilience



Health



Life  
Events



Capability



Understand the nature and scale of consumer vulnerability that exists within your customer base.



Utilise fully compliant data variables for the whole of the UK. Identify vulnerability drivers and create customer support strategies.



The VAI file is updated quarterly, in order to respond proactively to changes in customer risk levels.



Meet Financial Conduct Authority (FCA) guidelines and support vulnerable customers effectively. Ensure GDPR compliance - no PII data is shared.



VAI provides a score of 0 - 9 based on the degree of vulnerability within each of the four categories at household level

## Evaluate our dataset

The Ark offers a sample dataset covering a number of postcode areas free of charge, exclusively for evaluation purposes.

Receive the data in a format that suits your needs – whether directly through The Ark's user-friendly clean room JetStream API, or via secure FTP.

# Want to find out more?

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

CALL US

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