Every year in the UK there are over 6 million house movers, more than 600,000 bereavements and a staggering 5.7 million company and individual details changes. As one of the UK's leading data cleansing companies CCR are able to pinpoint these updates by working with the UK's leading data owners. This has enabled us to take a unique view of the data cleansing suppression files within the industry and truly assess these files from their collation method to validation routines.

CCR firmly believe in a less is more approach, ensuring that the right files are used in the right way to achieve the right results. We work with a customer to ensure that their specific needs are taken into consideration because data suppression services are not about more matches.

Deceased

Removing deceased individuals from marketing communications not only reduces wasted mail costs for an organisation but also reduces the risk of causing emotional distress for the family of the deceased individuals. Mailing deceased individuals is the single largest cause of complaints to the Information Commissioners Office.

Mortality Suppressions from Experian

This file is a composite file of proprietary Experian deceased data and public record information to which Experian can append an address. There are over 2.5m individuals on the file, many of whom are not included on other commercially available sources.

- Source: Experian
- Update frequency: Monthly

Mortascreen Plus

The Mortascreen file is predominantly sourced from the UK probate registries. A person's estate goes into probate when the value is over £5,000 in England and Wales, and over £15,000 in Scotland. The file is further supplemented with insurance data, funeral directors' information, freepost forms that are issued to the deceased person's family for completion at the time of death registration, and mail returns marked as deceased. Mortascreen Plus is a sub set of this file, and contains only deceased information that has been verified.

- Source: Millennium
- Update frequency: Monthly

The National Deceased Register

The National Deceased Register differs from other files in the UK market in that it is built using data derived from the management of financial services products including life insurance, pensions and annuities. The file does not contain any volunteered data and, as such, delivers consistently high levels of accuracy. NDR records date back to 2000 and provide in excess of 4.3m deceased records

- Source: The ARK
- Update frequency: Monthly

The Bereavement Register

The Bereavement Register (TBR) gathers fully permissioned, verified registration data directly from the bereaved. Death Certificate Folders distributed to UK Registrars, contain a FREEPOST tear off registration form and are given to bereaved families. Amongst other key organisations that come into contact with the bereaved thousands offer this service, such as funeral directors, hospitals, hospices, police liaison officers, solicitors, charities and coroners

- Source: The REaD Group
- Update frequency: Monthly

Goneaways

Where someone is known to have goneaway from the address you supply but there is no forwarding address available we are able to flag the record to avoid wasted postage and brand damage caused by inappropriate mailings. We use a combination of industry leading suppression files to ensure that we provide the most accurate goneaway service available.

Purity

Compiled and distributed by Acxiom, Purity contains approximately 20 million goneaway records collected during the supplier's 15+ years' experience of handling consumer data. The file is created using entirely validated mover information, cross referencing different data feeds and only adding a record to the file when evidence of a 'move-in' confirms an existing 'move-out' from an address.

- Source: Acxiom
- Update frequency: Monthly

Absolute Movers

Absolute Movers is the leading source for identifying individuals that have moved. Private and public data sources are used to accurately identify and validate individuals that have left an address.

- Source: Experian
- Update frequency: Monthly

disConnect

disConnect from Equifax and contains the details of over 37 million individual house moves, with over 400,000 new records every month. Data is cross-references from a variety of sources to identify individuals who have moved and can be used to remove erroneous records from your database.

- Source: Equifax
- Update frequency: Monthly

National Change of Address (Consumer Suppress)

The National Change of Address Suppress service contains information of those consumers who have ticked the 'opt out' box when registering for the re-direction service; information does not appear on this file until after the redirection period ends. This file also contains data supplied by the Royal Mail sourced from postal returns (goneaways and deceased), confirmed goneaways and historic suppression files and redirection data.

- Source: Royal Mail
- Update frequency: Monthly

Business Changes File (Business Suppress)

The Business Changes File from Royal Mail combines Royal Mail business redirections, Dunn & Bradstreet data and other third party data to track monitor and update changes to business information such as businesses that have ceased trading or moved premises.

- Source: Royal Mail
- Update frequency: Monthly

Movers

The best way of keeping in contact with current customers on the move is to utilise our movers service. Where a customer has moved and we have a forwarding address we are able to provide this to you meaning communication can be uninterrupted and the customer or donor retained. We use several industry leading files which follow data protection guidelines:

Absolute Contacts

Absolute Contacts is the UK's premier source for identifying home movers, is used to confirm an individual has left an address. The Edited Electoral Roll and other compliant sources of information are then utilised to verify that they are currently resident at the new address, ensuring only genuine address changes are identified within Absolute Contacts.

- Source: Experian
- Update frequency: Monthly

National Change of Address (NCOA Update)

The National Change of Address file (NCOA) provides a more recent address for consumers who have moved house and subscribed to Royal Mail's redirection service. The NCOA file consists of individuals that have not 'opted out', thereby allowing their information to be passed on to third parties for marketing purposes.

- Source: Royal Mail
- Update frequency: Monthly

reConnect

Created by Equifax and using multiple data feeds, reConnect is claimed to identify a 'move' earlier in the process and thus gets information to the marketer faster than other similar products. The file contains more than 20 million records.

- Source: Equifax
- Update frequency: Monthly

Business Changes File (Business Updates)

The Business Changes File from Royal Mail combines Royal Mail business redirections, Dunn & Bradstreet data and other third party data to track monitor and update changes to business information on a monthly basis. The Business Updates service enables organisations to identify companies that have moved premises, and replace old address information with new contact details.

- Source: Royal Mail
- Update frequency: Monthly

Preference Files

Organisations have a responsibility to ensure that their data is accurate and up to date, and that all marketing campaigns have been generated in accordance with the DMA's best practice guidelines. Not only does this ensure that marketing campaigns are compliant with the relevant principles of the Data Protection Act, but also reduces the risk of causing consumer or business annoyance and creating a negative image for the organisation sending the communication.

Mailing Preference Service (MPS)

The Mailing Preference service was set up 20 years ago and contains a list of names and addresses of consumers and businesses who have told the DMA that they wish to limit the amount of direct mail they receive. Whilst organisations are not legally obliged to use this file before deploying a direct mail campaign, it is a condition under the DMA's code of practice, and is also a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing, administered by the Advertising Standards Authority.

- Source: Direct Marketing Association
- Update frequency: Monthly

Telephone Preference Service (TPS)

The TPS file contains details of individuals at their residential address, who have registered their wish not to receive unsolicited sales and marketing telephone calls.
It is a legal requirement that companies do not make such calls to numbers registered on the TPS. Organisations found in breach of this can face a fine of up to £5,000.

- Source: Direct Marketing Association
- Update frequency: Weekly

Corporate Telephone Preference Service (CTPS)

The CTPS is the central opt out register of businesses who do not wish to receive unsolicited sales and marketing telephone calls to either all their organisation's telephone numbers, or to certain numbers. It is a legal requirement that companies do not make such calls to numbers registered on the CTPS.

- Source: Direct Marketing Association
- Update frequency: Weekly