

Industry Suppression Products

Product Name	Volume	Legal Requirement	DMA Member Code of Practice	Optional	Held By TD	Available to TD	Information
MPS – Mailing Preference Service	3,470,391		*		*		A compiled list of individual's names and addresses who would prefer not to receive unsolicited, addressed direct mail. Names are suppressed at household level and remain on the file for five years. The use of the file by list-owners and users is a requirement of the British Code of Advertising, Sales Promotion and Direct Marketing administered by the Advertising Standards Authority. It is also a condition under the Code of Practice of the Direct Marketing Association.
BMPS – Baby Mailing Preference Service	13,289		*			*	Baby MPS was launched in May 2002 and it enables parents who have suffered a miscarriage or bereavement of a baby in the first weeks of life to register their wish not to receive baby related mailings.
TPS – Telephone Service	14,219,775	*	*			*	The Telephone Preference Service (TPS) is a central opt out register whereby individuals (consumers at their residential address, sole traders and, except in Scotland, partnerships) can register 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. The original legislation was introduced in May 1999. It has subsequently been updated and now the relevant legislation is the Privacy and Electronic (EC Directive) Regulations 2003. Once a number has been registered it will become effective in 28 days.
CTPS – Corporate Telephone Preference	961,381	*	*			*	The Corporate Telephone Preference Service (CTPS) is the central opt out register whereby corporate subscribers (limited companies in the UK, a limited liability partnership in England, Wales and Northern Ireland or any partnership in Scotland, schools, government departments and agencies, hospitals, PLC's and other public bodies) can register their wish not 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. Once a number has been registered it will become effective in 28 days.
FPS – Fax Preference Service	1,897,223	*	*			*	The Fax Preference Service, set up by the Direct Marketing Association (UK) Limited (DMA), was originally formed in 1997 as a voluntary self-regulatory mechanism to enable consumers to opt-out of receiving unsolicited sales and marketing faxes at home. Following the adoption of the Telecommunications Data Protection Directive by the European Parliament in 1997, the Department of Trade & Industry (DTI) and the Office of Communications (Ofcom) entered into a public consultation period resulting in The Telecommunications (Data Protection and Privacy) Regulations 1999 which affect all telemarketers in the UK and came into force 1st May 1999 and replaced on 11th December 2003 by the Privacy and Electronic Communications (EC Directive) Regulations 2003. In February 1999 Ofcom issued an Invitation To Tender for the Management of the Telephone and Fax Opt-Out Schemes. The DMA was awarded the contract to run the Telephone Preference Service (TPS) and Fax Preference Service (FPS). Under the Regulations it is unlawful to fax to an Individual unless you have their prior consent.
Mortascreen	6,106,344			*	*		Mortascreen™ is a database of recently deceased people that allows users to screen the records from their mailing or customer data. The file contains probate and pre-probate records sourced from Probate Registries based on estates in England, Scotland and Wales. The value of these estates is £5,000+ for England and Wales and £15,000+ for Scotland. (The file covers England, Scotland and Wales only). All records are verifiable through death certificate. Mortascreen™ is updated on a monthly basis.
TBR – The Bereavement Register	2,682,936			*	*		A database of recently deceased people that allows users to screen the records from their mailing and customer data. It is compiled by a FREEPOST registration scheme. When someone dies, the local government registrar has to be notified within 7 days to officially register the death (irrespective of the deceased person's financial value), at which point the bereaved family has the opportunity to register the death via this scheme. This information is then screened against a UK residents' database to ensure the integrity of the data. The file is updated on a monthly basis although the data is processed on a daily basis.
GAS – The Gone Away Suppression File	26,721,303			*	*		A compiled list of gone away individual household members at home addresses that have moved since mid 1991. It was originally compiled by matching addresses on 1992 and 1993 Electoral Rolls and where the common address had a different household member, the old name is deemed to be a gone away. Each year the next generation Electoral Roll is matched to the last and more implied movers are added to the file. The file is also updated from collections of positive information about new householders from alliances with companies in the property, financial, and mortgage business sectors. These are matched to the current ER and old householder names at matched addresses are added to the suppression file.
Absolute Movers	40,000,000			*		*	Absolute Movers from Experian assists in identifying individuals that have moved. Private and public data sources are used to identify and validate individuals that have left an address, including customer informed moves and residency data from local authorities across the UK. Absolute Movers is a consolidated database of over 40m records for active UK consumers and is refreshed monthly.
Purity	15,538,011			*	*		Supplied by Acxiom, Purity is a file of validated non-resident records for use as a gone away suppression tool. Purity receives monthly updates and contains over 13.5 million records. Data is collected through a range of sources, including Electoral Roll updates, ongoing lifestyle surveys, subscriptions and warranty card responses.
Universal Suppression Service	29,796,783			*	*		The Universal Suppression Service operates on the principle that the more times gone away information has been captured, the greater the probability that it is truly gone away. Managed by Royal Mail and supported by some of the UK's largest mailers, this modular service offers a continuing programme of data management. Data sources include both NCOA records and postal returns from commercial partners. The postal return aspect is based upon scoring the number of returns received, using higher numbers of returns as a more positive, though not guaranteed, confirmation that these people have gone away.
National Suppression File	20,569,453			*		*	The NSF is made up of data from the NSF consortium (The Read group, Tri-direct, Acxiom and Royal Mail). The data consists of notifications (confirmed gone aways) and postal returns (assumed gone aways). The NSF can be used to clean both databases and mailing files. The NSF is available from the NSF Market agency, the Read Group.
Disconnect	33,923,601			*	*		disConnect from Equifax is updated daily and supplied monthly, providing access to 26 million records covering six years. The service covers three types of suppressions; gone aways, deceased and complaints. More than half a million suppressions are added per month. disConnect also offers a straightforward suppression or permanent flag.
NCOA – National Change of Address File	16,780,822			*		*	Compiled by the Royal Mail using forms submitted to request the redirection of mail. It comprises new and old addresses and grows at a rate of approximately 100,000 per month. The file contains records from early 1994 to current month. Even after the householder's contract for forwarding elapses, the historic entry will remain on the NCOA register for use within this service. An opt-out question on the redirection form allows the householder to instruct Royal Mail not to allow their details to be used within the NCOA file. Other registered movers are temporary or involve bereavements or hospitalisations. The Royal Mail excludes both of these categories from the NCOA file supplied monthly to licensed bureau. Users of the NCOA file can usually opt to suppress movers or to have their new address applied - different royalty rates apply depending on the level of use selected.
BSF – Business Suppression File	3,780,557			*		*	The BSF comprises leading business databases including data identified from D&B's complete UK business file; The REAd Group's consumer and SoHo data plus verified gone aways from Wegener Direct Marketing and Experian to create a file of over eight million companies and individuals. The file enables all UK company changes to be tracked, and does not rely on postal returns or profiling. It can identify out of business companies, company relocations, changes of employees, SoHo relocations, unmarketable data and employee deaths.
ESF – Experian Suppression File				*	*		The ESF contains gone-aways received from the Experian survey-mailing program. The records are created from returned surveys of which Experian mail approximately 15 million a year. The returns from the mailings are separated into 3 categories: No Mail Requests, Gone-Aways, Deceased. When surveys are returned they are data captured and the Suppression File is updated.