



The National Deceased Register

Background

The Ark are delighted to announce the launch of their new National Deceased Register. The file which has taken over 3 years to create in collaboration with over 8000 partner organisations, now represents what is undoubtedly the most comprehensive, accurate and reliable deceased suppression file in the UK market. We are delighted to announce that over 30% of the records on our file are unique and do not appear on any other deceased database.

How the file has been created

Deceased records are identified, ideally with a confirmation of date of birth and all with a date of death from our network of over 8000 partner companies. Contributing partners cover a wide range of organisations from both the private and public sectors.

Each record we create is then matched to official records of death and no record is included on our file unless it has been verified to an individual deceased record.

None of the records entered onto the National Deceased Register are volunteered. There is no element of entry onto our file that is driven by self selection or nomination. This distinctive feature of the Arks National Deceased Register, together with the incremental volume available, sets our file apart from other deceased databases on the market. For the first time this allows bureaus and end users to suppress mortality in absolute confidence.

How the data is verified

Initial verification of the record we create is carried out by matching to official sources. Subsequent checks confirm that the records have been removed from other trusted and validated sources. To re-iterate, no record is included on the Arks file without official verification.

Contained within the file

The National Deceased Register contains records of individuals who are deceased and each record comes with the following information:

- Title, first name, initial, surname, address lines, postcode (marketing use)
- Precise date of death provided (extended use only)

The number of records per month

Approximately 30,000 new records are identified each month.

Our historic file

We have records dating back to the year 2000, providing 3.7million verified deceased records to date.

Confirmation of sustainability

The process has now been in place for over a year and has proven a consistent level of newly identified records per month.



Research findings

Typically, matching results obtained over the previous year have consistently identified that our records break down into 3 variants. Typically, a third of the records contained within the file can be identified on multiple competitor files. A further third matched to one of the other competitor files, and the final third has proven to be unique to the Arks deceased process. Testing live marketing files that have previously been matched by current deceased files have shown incremental match rates of between 0.3% and 0.7% dependent on type and activity.

For example

A net mailing file of 1 million records will suppress approximately 1% (10,000 records) using current deceased suppression databases. By using the Arks National Deceased Register a further 3000-7000 records will be identified, incremental to the initial 10,000 matches.

Ratecard

Marketing use:

- License Fee for the product updated on a monthly basis - £1500 per annum (or as part of the Embedded Suppression module as quoted)
- Royalty Fee – 1 use suppression – please contact the Software Bureau for details
- Royalty Fee – permanent flag – please contact the Software Bureau for details

Extended use (fraud protection, tracing etc):

- By negotiation

All prices subject to VAT at the standard rate

Warranty

The Ark represents, warrants and undertakes that it has the full capacity, authority and all necessary consents to enter into an agreement to grant the rights to license this data referred to in this document.