

United Kingdom with Suppression



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Contacts and Support

For resolutions to common issues, answers to frequently asked questions and hints and tips for using our products:

www.edq.com/documentation/contact-support/

For information about data expiry, data vintage and how to keep your data up to date:

www.edq.com/documentation/data

For more information about us and to get in touch:

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Introduction

Suppression Data Information

This guide provides an overview of the United Kingdom With Suppression Additional Datasets.

For general information about the United Kingdom (GBR Address) data, see the United Kingdom Data Guide. For information about a specific Additional Dataset, see the relevant Additional Data Guide.

You must have the GBR Address Dataset installed to use any of the Additional Datasets.

GBR Suppression Additional Datasets

Most Suppression datasets can be used with Batch Standalone V5.00 or later and Batch API V6.10 or later. However, the GSF and TBR datasets can only be used with later versions. See the information pages below for more details.

GBR Suppression data contains additional information associated with some addresses, which indicates that an address may not be useful to your business. There are a number of reasons why certain customers' addresses may be unsuitable for business use; these depend upon the particular Suppression set.

For more information about how to use Suppression data with Batch, refer to Appendix C of the *Batch User Guide*.

The following Additional Datasets are available:

- Telephone Preference Service ([page 4](#))
- Mailing Preference Service ([page 5](#))
- NCOA Update ([page 5](#))
- NCOA Suppress ([page 6](#))
- Absolute Contacts ([page 6](#))
- Absolute Movers ([page 7](#))
- Goneaway Suppression File ([page 7](#))
- Mortality Suppressions ([page 7](#))
- Mortascreen ([page 8](#))
- The Bereavement Register ([page 8](#))

Telephone Preference Service

Dataset Code:	GBRTPS
Filename:	gbrtps.kfx
Approximate Data Size:	57MB
Data Source:	Direct Marketing Association (DMA)
Update Frequency:	Fortnightly
Expiry:	Data files will expire 6 weeks after creation.

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The TPS is a central database where individuals 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 which have been registered on the TPS for 28 days or longer. The relevant legislation is the Privacy and Electronic (EC Directive) Regulations 2003.

This means that you cannot use TPS data that is 28 days (or more) older than the DMA's version of the same data. You should, therefore, update your data fortnightly, to ensure that the 28-day deadline is never breached.

To minimise the impact of the data becoming unusable immediately after the 28-day deadline, the expiry date for TPS is set at six weeks. However, if you continue to use this data after the 28-day deadline, you will receive a warning message which states that the data is out of date, and therefore breaches the 28-day deadline as set out in the Privacy and Electronic Communications Regulations.

To avoid suppressing a whole record based solely on its telephone number, TPS should be configured in a separate layout from other Suppression datasets. This is not necessary if you plan to return suppression DataPlus from each suppression dataset configured.

Mailing Preference Service

Dataset Code:	GBRMPS
Filenames:	gbrmps.ads, gbrmps.dap
Approximate Data Size:	38MB
Data Source:	Direct Marketing Association
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

MPS data contains the names and addresses of individuals in the UK who have opted to filter the direct mail they receive. You can therefore use Batch to screen your mailing lists against the MPS and so avoid contacting those people who do not wish to receive direct mail.

When an address is matched to the MPS file, this indicates either that someone at that address has asked to be removed from mailing lists, or that someone at that address is deceased. Your records can be matched to surname or to individual level to enable you to avoid contacting an individual or family who are unlikely to respond. For more information about suppression matching, see Appendix C of the *Batch User Guide*.

The MPS file also contains additional information for consumers that have a preference for certain types of direct mail, for example fashion or finance. Batch can be configured to return this information as a DataPlus flag.

See [page 5](#) for more information about MPS DataPlus flags.

NCOA Update

Dataset Code:	GBRNCA
Filenames:	gbrnca.ads, gbrnca.sdp
Approximate Data Size:	565MB
Data Source:	© Royal Mail Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

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NCOA Update data contains the details of people who have changed address, as well as their associated forwarding address. Your records can be matched to surname or to individual level to enable you to avoid contacting an individual or family who have moved. For more information about suppression matching, see Appendix C of the *Batch User Guide*.

The NCOA Update dataset will return the forwarding address if found.

For more information about the way that Batch processes address forwarding and how it deals with Absolute Contacts or Absolute Movers running concurrently with NCOA Update, see "[Appendix B: Using Tracking Datasets](#)" on page 33.

Tracking mode is mandatory for the NCOA Update dataset in Batch. This means that NCOA Update will return the forwarding address if available or nothing at all. The records will not be marked with the "goneaway" flag, unless a foreign forwarding address is returned while NCOATrackForeign is turned off ([see page 25](#)).

For more information on tracking mode see the "[Appendix B: Using Tracking Datasets](#)" on page 33 or the *Batch User Guide*.

NCOA Suppress

Dataset Code:	GBRUSS
Filenames:	gbruss.ads, gbruss.dap, gbruss.sdp
Approximate Data Size:	312MB
Data Source:	© Royal Mail Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

The NCOA Suppress data contains the names and addresses of individuals who have moved house or passed away. Your records can be matched against this data to surname or to individual level to enable you to avoid contacting an individual or family who are unlikely to respond. For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch will return this information as a DataPlus flag: see [page 13](#) for more information.

Absolute Contacts

The Absolute Contact Suppression set will only work with Batch version 6.83 or later.

Dataset Code:	GBRABC
Filenames:	gbrabc.ads, gbrabc.sdp
Approximate Data Size:	487MB
Data Source:	Experian
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

Absolute Contacts is similar to NCOA Update in that it contains information on people who have changed address, as well as their forwarding address. However, Absolute Contacts may contain different address information to NCOA Update, as it comes from a different source (Experian, as opposed to the Royal Mail NCOA Update register).

United Kingdom with Suppression

For more information about the way that Batch processes address forwarding and how it deals with NCOA Update or Absolute Movers running concurrently with Absolute Contacts, see "[Appendix B: Using Tracking Datasets](#)" on page 33.

Tracking mode is mandatory for the ABC dataset in Batch. This means that Absolute Contacts will return the forwarding address if available or nothing at all. The records will not be marked with the "goneaway" flag in any circumstance.

For more information on tracking mode see the "[Appendix B: Using Tracking Datasets](#)" on page 33 or the *Batch User Guide*.

Absolute Movers

Dataset Code:	GBRABS
Filename:	gbrabs.ads
Approximate Data Size:	564MB
Data Source:	Experian
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

The ABS data contains the names and addresses of individuals who have moved house. Your records can be matched against this data to surname or to individual level to enable you to avoid contacting an individual or family who have moved. For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch can be configured to return this information as a DataPlus flag: see [page 13](#) for more information.

Goneaway Suppression File

Goneaway Suppression File data can only be used with Batch Standalone V6.80 or later and Batch API V6.88 or later.

Dataset Code:	GBRGSF
Filenames:	gbrgsf.ads
Approximate Data Size:	273MB
Data Source:	© REaD Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

Like ABS data, GSF data contains the names and addresses of individuals who are known to have moved house. Your records can be matched against this data to surname or to individual level to enable you to avoid contacting an individual or family who have moved. For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch will return this information as a DataPlus flag: see [page 13](#) for more information.

Mortality Suppressions

Dataset Code:	GBRMSS
Filename:	gbrmss.ads, gbrmss.sdp

United Kingdom with Suppression

Approximate Data Size:	44MB
Data Source:	Experian
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

The MSS data contains the names and addresses of individuals who have passed away. Your records can be matched against this data to household, surname or individual level to enable you to avoid contacting an individual who has died, or a family or household who are unlikely to respond. Note that you can also match your records to a specific bereavement period, during which the family or household should not be contacted.

For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch will return this information as a DataPlus flag: see [page 14](#) for more information.

Mortascreen

Dataset Code:	GBRMOR
Filename:	gbrmor.ads, gbrmor.sdp, gbrmor.dap
Approximate Data Size:	167MB
Data Source:	Millennium plc
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

Like MSS data, MOR data contains the names and addresses of individuals who have passed away. Your records can be matched against this data to household, surname or individual level to enable you to avoid contacting an individual who has died, or a family or household who are unlikely to respond. Note that you can also match your records to a specific bereavement period, during which the family or household should not be contacted. Unlike MSS data, you can also match your records to a minimum level of confidence that the person in question is deceased.

For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch will return this information as a DataPlus flag: see [page 15](#) for more information.

The Bereavement Register

The Bereavement Register data can only be used with Batch Standalone and Batch API versions 6.88 or later.

Dataset Code:	GBRTBR
Filename:	gbrtbr.ads, gbrtbr.sdp
Approximate Data Size:	50MB
Data Source:	© REaD Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

Like MSS and MOR data, TBR data contains the names and addresses of individuals who have passed away. The difference between The Bereavement Register data and other bereavement suppression data is that details are supplied to the Register voluntarily by families and friends of the deceased.

Your records can be matched against this data to household, surname or individual level to enable you to avoid contacting an individual who has died, or a family or household who are unlikely to respond. Note that you can also match your records to a specific bereavement period, during which the family or household should not be contacted.

For more information about suppression matching, see Appendix C of the *Batch User Guide*.

Batch will return this information as a DataPlus flag: see [page 15](#) for more information.

List Of Available Data Files

File Name	File Type	Comment
.ads	Additional Dataset	Additional Dataset data. Must be used in conjunction with a .dts file.
.kfx	Keyfinder Index File	Indexing data for use with Keyfinder searching.
.dap	DataPlus Set	DataPlus data. See page 11 for more information about the available DataPlus sets.
.sdp	Suppression File	Suppression data for use with Batch.
.zlb	Single Line Index File for Batch	Indexing data for use by the Batch and verification engines.

About This Data

Area Covered

The datasets contain information for addresses in the following areas:

Name of Dataset	England	Scotland	Wales	N. Ireland	Isle of Man	Channel Islands
GBR Suppression	√	√	√	√	√	√

Address Elements

The following address elements are stored within the Suppression data files.

Address Element	Example	Element Code
Name	Ms C Smith	N00
Telephone Number	+44 (0) 20 7498 7777	T11
Telephone or Fax Number	+1 888 712 3332	T00

To match against most of the Suppression datasets, at least one of these elements must be selected as an input field in Batch. For instructions on configuring input fields, see your Batch product documentation.

The following table lists the input fields that must be specified for each Suppression dataset.

Suppression Datasets	Input Field Required
Telephone Preference Service	Telephone Number (T11) or Telephone or Fax Number (T00)
Mailing Preference Service, NCOA Update, NCOA Suppress, Absolute Contacts, Absolute Movers, Goneaway Suppression File, The Bereavement Register, Mortality Suppressions and Mortascreen except when matching to Household level (see page 19).	Name (N00)

About DataPlus Information

You can configure your Experian products to use any of the DataPlus sets that are available for GBR Suppression data. Please refer to the relevant section of the product documentation for information on configuring Experian products to return DataPlus information.

Each DataPlus set (.dap) is divided into one or more items. Experian products can be configured to return these items via the Configuration Editor (using the element name) or the configuration file (using the code name). This section details the DataPlus sets currently available for GBR Suppression Additional Dataset.

If the `PermanentHierarchy` setting is **On**, you can only return one Suppression DataPlus item per line. If you try to configure more than one per line, an error will be returned. See [page 26](#) for more information.

In addition to these DataPlus sets, GBR Suppression Data can also use the DataPlus sets that are available for GBR data. See the United Kingdom Data Guide for details of these DataPlus sets.

DataPlus Sets for GBR Suppression Data

The following DataPlus sets are available with GBR Suppression Data:

- Telephone Preference Service ([page 11](#))
- Mailing Preference Service ([page 12](#))
- NCOA Update ([page 12](#))
- NCOA Suppress ([page 13](#))
- Absolute Contacts ([page 13](#))
- Absolute Movers ([page 13](#))
- Goneaway Suppression File ([page 13](#))
- Mortality Suppressions ([page 14](#))
- Mortascreen ([page 15](#))
- The Bereavement Register ([page 15](#))

Telephone Preference Service

Identifier: GBRTPS

The Telephone Preference Service DataPlus set returns information about whether a telephone number is registered on the Telephone Preference Service.

Element	Code	Description
TPS No Unsolicited Telephone Calls	NoPhone	Whether there is a telephone number in the record which matches to an equivalent number in the TPS data. The value of this item is always Y or blank.

Mailing Preference Service

Identifier: GBRMPS

The Mailing Preference Service DataPlus set returns information about mailing preferences for a given address.

Element	Code	Description
MPS Interest Category	Interests	<p>Whether an individual has opted to be included in several direct mailing interest categories. Possible return values are:</p> <ul style="list-style-type: none"> A — Home B — Leisure C — Clothing D — Financial E — Sport F — Travel G — Children H — Community Service <p>(or any combination of the above.)</p> <p>If a match is returned against the No Unsolicited Mail DataPlus element (see page 11), but no match is returned against this MPS Interest Category element, this field will have a value of —.</p> <p>If no match is returned against the No Unsolicited Mail DataPlus element, this field will be blank.</p>
MPS Deceased Indicator	Deceased	<p>Identifies whether an individual at the matched address is deceased, according to the level specified by the user (surname or individual). The value of this item is always Y or N, or will be blank if no match is returned.</p>
MPS No Unsolicited Mail	NoMail	<p>Identifies whether there is a match to the list of surnames or individuals who have specified that they do not want to receive unsolicited mail. The value of this item is always Y or blank.</p>

NCOA Update

Identifier: GBRNCA

The NCOA Update DataPlus set returns information about all active and pending redirection orders, as well as historic ones, dating back to 1993.

Element	Code	Description
NCOA Update Address Status	AddressStatus	<p>Identifies whether a goneaway match has been identified at this address to the level specified by the user (surname or individual).</p> <p>A value of F indicates that a forwarding address has been returned, while a value of G indicates that a forwarding address could not be returned. This may happen if a forwarding address is found in the data, but NCOATrackForeign is turned off (see page 25).</p> <p>The field will be blank if no match has been returned.</p>

NCOA Suppress

Identifier: GBRUSS

The NCOA Suppress DataPlus set returns information about individuals who have moved house or passed away.

Element	Code	Description
NCOA Suppress Return Code	ReturnReasonCode	A three-digit numeric code indicating the reason for suppression. A value of 160 indicates a goneaway match, while 260 indicates a deceased match.
NCOA Suppress Return Code Description	ReturnReasonDesc	Textual description of information source; for example, whether the information was gathered via client contribution, postal return, client confirmation or verification.
NCOA Suppress Indicator	Suppress	Identifies whether a deceased or goneaway match has been identified at this address to the level specified by the user (surname or individual). The value of this item is always Y or N, or will be blank if no match is returned.

Absolute Contacts

Identifier: GBRABC

The Absolute Contacts DataPlus set returns new address information if available for a suppressed record. ABC is available with tracking enabled only, and so will not return the goneaway flag.

Element	Code	Description
Absolute Contacts Address Status	AddressStatus	A value of F indicates that a forwarding address has been returned. The field will be blank if no match has been returned.

Absolute Movers

Identifier: GBRABS

The GBRABS DataPlus set returns information about individuals who have moved house.

Element	Code	Description
Absolute Movers Goneaway	Goneaway	Identifies whether a goneaway match has been identified at this address to the level specified by the user (surname or individual). The value of this item is always Y or blank.

Goneaway Suppression File

Identifier: GBRGSF

The Goneaway Suppression File DataPlus set returns information about individuals who are known to have moved house.

Element	Code	Description
Goneaway Suppression Goneaway	Goneaway	Identifies whether a goneaway match has been identified at this address to the level specified by the user (surname or individual). The value of this item is always Y or blank.

Mortality Suppressions

Identifier: GBRMSS

The Mortality Suppressions DataPlus set returns information about individuals who have passed away.

Element	Code	Description
Mortality Suppressions Date of Death	DateOfDeath	A valid date in the format MM/YYYY will be returned. For surname level matches where there has been more than one death, the date of death returned will be that of the most recent death. Records without a Date of Death will always be suppressed, regardless of any set bereavement period.
Mortality Suppressions Deceased Indicator	Deceased	Identifies whether a deceased match has been identified at this address to the level specified by the user (surname or individual). The value of this item is always Y or blank. If this field returns no value, the Date of Death field will also be blank.

Mortascreen

Identifier: GBRMOR

The Mortascreen DataPlus set returns information about individuals who have passed away.

Element	Code	Description
Mortascreen Gender Flag	Gender	Either M or F will be returned, or this field will be blank. No value will be returned if the match is at family or household level.
Mortascreen Source Indicator Code	SourceCode	Information source.
Mortascreen Source Indicator Description	SourceDesc	Textual description of information source.
Mortascreen Date of Death	DateOfDeath	Either a valid date in the format MM/YYYY will be returned, or this field will be blank. For household or family level matches where there has been more than one death, the date of death returned will be that of the most recent death.
Mortascreen Deceased Indicator	Deceased	Identifies whether a deceased match has been identified at this address to the level specified by the user (household, surname or individual). The value of this item is always Y or blank. If this field returns no value, the other fields will also be blank.

The Bereavement Register

Identifier: GBRTBR

The Bereavement Register DataPlus set returns information about individuals who have passed away.

Element	Code	Description
The Bereavement Register Deceased Indicator	Deceased	Identifies whether a deceased match has been identified at this address to the level specified by the user (surname or individual). The value of this item is always Y or blank. If this field returns no value, the Date of Death field will also be blank.

Using This Data

With Batch

Suppression data contains additional information associated with an address. Specifically, you can clean your records against Suppression data using Batch, and then add relevant Suppression flags to any matching addresses in your database. This makes it possible to see easily any addresses which may not be useful to your business.

For more information about using Batch with Suppression data, see Appendix C of the *Batch User Guide*.

Configuring Suppression Options

- **Batch Standalone** – If you are using Batch Standalone (version 5.00 or later), the following advanced options are available under **Options** on the **Session** menu on the main Batch dialog, unless otherwise specified. Depending on which Suppression datasets you are cleaning against, different options will be visible.
- **Batch API** – If you are using Batch API (version 6.10 or later), the following settings are available in your qaworld.ini file.

Note that all Suppression settings are layout-specific, rather than global.

General Suppression Options

Session Option (Standalone)	Configuration Setting (API)	See...
Names Matching Tolerance	NamesTolerance	page 24
Suppression Matching Tolerance	SuppressionTolerance	page 30
Select Suppression Datasets dialog (in Configuration Wizard)	Suppression	page 28
Suppression Hierarchy dialog (in Counter Manager)	SuppressionHierarchy	page 29
N/A	UseSuppression	page 31
N/A	PermanentHierarchy	page 26

Dataset-Specific Suppression Options

Session Option (Standalone)	Configuration Setting (API)	See...
NCOA Update	GBRNCASuppressMinMatchLevel	page 19
	NCOATrackForeign	page 25
Absolute Movers	GBRABSSuppressMinMatchLevel	page 19
NCOA Suppress	GBRUSSSuppressMinMatchLevel	page 19
Goneaway Suppression File	GBRGFSFSuppressMinMatchLevel	page 19
Absolute Contacts	TrackingHierarchy	page 31

Session Option (Standalone)	Configuration Setting (API)	See...
Mortascreen	SpecifyPeriod	page 27
	BereavementPeriod	page 18
	GBRMORSsuppressMinMatchLevel	page 19
	GBRMORSsuppressMinConfidence	page 23
Mortality Suppressions	SpecifyPeriod	page 27
	BereavementPeriod	page 18
	GBRMSSsuppressMinMatchLevel	page 19
The Bereavement Register	BereavementPeriod	page 18
	GBRTBRSsuppressMinMatchLevel	page 19
Mailing Preference Service	GBRMPSSsuppressMinMatchLevel	page 19

BereavementPeriod

BereavementPeriod={string value}

This option is only available if you are using Mortality Suppressions (GBRMSS), Mortascreen (GBRMOR) or The Bereavement Register (GBRTBR) data. Note that changing the bereavement period for one dataset will automatically change it for the others.

Default

M6

Purpose

If you have opted to use the `SpecifyPeriod` setting (see [page 27](#)) to match the records in your data to a period during which the family or household should not be contacted, you can specify this length of time using the `BereavementPeriod` setting.

Information about the bereavement period is not taken into account when matches against Individual level results are returned, and where Batch can be more certain that the correct match has been made. Therefore, if a Surname or Household level setting returns an Individual match, Batch will return that match without checking the bereavement period.

For more on Match Levels, and an example of their use, see [page 32](#).

Possible values are:

- Dn (Day)
- Mn (Month)
- Yn (Year)

where **n** is a number.

Example

```
BereavementPeriod=Y1
```

SuppressMinMatchLevel

This option can be used to suppress details of people who have:

Moved from a given address	See page 19
Deceased	See page 20
Registered mailing preferences	See page 21
Registered their mail to be redirected	See page 22

The possible Match Levels are as follows:

- Household (H)
- Family Surname (F)
- Individual (P)

“Family Surname” refers to people with the same surname living at the same address. Household level matches will only be returned against mortality data (see [page 20](#)).

To return a match at either the Family Surname or Individual levels, at least one of your input fields must contain Names information.

For more on Match Levels, and an example of their use, see [page 32](#). For information on configuring input fields, see your Batch product documentation.

GBRABSSuppressMinMatchLevel={character}
GBRUSSuppressMinMatchLevel={character}
GBRGSFSuppressMinMatchLevel={character}

This section describes the use of the `SuppressMinMatchLevel` option with details of people who have recently moved from a given address. To use this option for other purposes, see [page 19](#).

Default

P

Purpose

The Absolute Movers (GBRABS), NCOA Suppress (GBRUSS) and Goneaway Suppression File (GBRGSF) datasets contain details of those people who have recently moved from a given address. Depending on the options selected, you can match your records against these datasets to the following levels:

- Family Surname (F)
- Individual (P)

For more on Match Levels, and an example of their use, see [page 32](#).

Examples

```
GBRABSSuppressMinMatchLevel=P  
GBRUSSuppressMinMatchLevel=F  
GBRGSFSuppressMinMatchLevel=P
```

`GBRMORSuppressMinMatchLevel={character}`
`GBRMSSSuppressMinMatchLevel={character}`
`GBRUSSSuppressMinMatchLevel={character}`
`GBRTBRSuppressMinMatchLevel={character}`

This section describes the use of the `SuppressMinMatchLevel` option with details of people who are recently deceased. To use this option for other purposes, see [page 19](#).

Default

P

Purpose

The Mortascreen (GBRMOR), Mortality Suppressions (GBRMSS), NCOA Suppress (GBRUSS) and The Bereavement Register (GBRTBR) datasets contain details of people who are recently deceased. Depending on options selected, you can match records as follows:

	GBRMOR	GBRMSS	GBRUSS	GBRTBR
To a Household (H)	x	x		x
To a Family Surname (F)	x	x	x	x
To a named Individual (P)	x	x	x	x
To a specific bereavement period, during which the family or household should not be contacted (recommended for Surname or Household matching). See page 18 for more information.	x	x		x
To a minimum level of confidence in the source of the information about the death. See page 23 for more information.	x			

For more on Match Levels, and an example of their use, see [page 32](#).

Examples

```
GBRMORSuppressMinMatchLevel=P  
GBRMSSSuppressMinMatchLevel=H  
GBRUSSSuppressMinMatchLevel=F  
GBRTBRSuppressMinMatchLevel=P
```

GBRMPSsuppressMinMatchLevel={character}

This section describes the use of the `suppressMinMatchLevel` option with details of people who have opted not to receive unsolicited mail. To use this option for other purposes, see [page 19](#).

Default

P

Purpose

The Mailing Preference Service (GBRMPS) dataset contains the details of people who have opted not to receive unsolicited mail. Depending on the options selected, you can match your records against this data to the following levels:

- Family Surname (F)
- Individual (P)

For more on Match Levels, and an example of their use, see [page 32](#).

Example

```
GBRMPSsuppressMinMatchLevel=F
```

GBRNCASuppressMinMatchLevel={character}

This section describes the use of the `SuppressMinMatchLevel` option with details of people who have requested their mail to be redirected. To use this option for other purposes, see [page 19](#).

Default

P

Purpose

The NCOA Update (GBRNCA) dataset contains details of all active, historical and pending mail redirection orders. The data contains names of customers, the details of addresses that mail has been redirected to and from, and the dates during which a redirection instruction is active. Depending on the options selected, you can match your records against this data to the following levels:

- Family Surname (F)
- Individual (P)

For more on Match Levels, and an example of their use, see [page 32](#).

You can configure an additional option for matching foreign addresses against NCOA Update data: see `NCOATrackForeign` on [page 25](#).

Example

```
GBRNCASuppressMinMatchLevel={character}
```

GBRMORSuppressMinConfidence

GBRMORSuppressMinConfidence={integer}

This option is only available if you are using Mortascreen (GBRMOR) data.

Default

2

Purpose

You can match the records in your data to a level of confidence in the source of the information about the death. The following examples show how the source information is mapped to the confidence indicators in Batch:

- | | |
|-------------------------|--|
| • 1 (Low confidence) | Third-party data. |
| • 2 (Medium confidence) | Details of a death have been registered with the Deceased Preference Service. This data contains the details of people who have died, as provided by a bereaved relative, partner or friend. |
| • 3 (High confidence) | Governmental records. |

If you select a minimum confidence level of Low, records will be matched against all possible sources of information, and the maximum number of matches will be returned.

If you select a minimum level of High, records will only be matched against the sources of information which are considered most certain, and a smaller number of matches will be returned.

Example

GBRMORSuppressMinConfidence=3

NamesTolerance

NamesTolerance={string value}

This setting does not apply to Telephone Preference Service (GBRTPS) data.

Default

Standard

Purpose

This setting allows you to configure a number of additional options for matching records containing Names information. Where records containing Names information also match against Suppression data, these options will also affect the quality of Suppression matches returned.

The following names matching settings are available:

- Exact
- Intermediate
- Standard
- Relaxed

A detailed comparison of the differences between the different levels of Names Matching Tolerance can be found in the *Batch User Guide* and *Batch API Guide*.

Example

The following setting means that Batch will use Exact names matching tolerance:

```
NamesTolerance=Exact
```


NCOATrackForeign

NCOATrackForeign={boolean}

This option is only available if you are cleaning your files against NCOA Update (GBRNCA) data using Batch API.

Default

Off

Purpose

This setting allows you to specify whether to return foreign forwarding addresses when using NCOA Update (GBRNCA) data.

Some NCOA Update records will contain a forwarding address which is in a different country to the previous address. This option is provided because foreign address elements will be returned in a free-flowing format, which could impact the structure of your database.

If this option is set to On, Batch will return forwarding addresses for all records which are matched against NCOA Update data, including foreign forwarding addresses.

If this option is disabled, foreign forwarding address will not be returned, but a goneaway flag will indicate that the resident has moved.

Example

```
NCOATrackForeign=On
```

PermanentHierarchy

PermanentHierarchy={boolean}

This setting does not apply to Batch Standalone.

Default

Off

Purpose

If an address record matches more than one Suppression dataset, the order in which matches should be used (and therefore your costs) depends on the options set in the Suppression hierarchy (see [page 16](#)).

A Suppression hierarchy is required for one-off (temporary) clicks, but optional for permanent ones. This setting is used to activate the hierarchy for permanent clicks.

When a permanent hierarchy is active, you will only be charged for the highest matching set with DataPlus configured, and DataPlus information will only be returned for that set.

Refer to the Batch API documentation for more information about Suppression hierarchies and types of click.

Example

```
PermanentHierarchy=On
```

SpecifyPeriod

SpecifyPeriod={boolean}

This option is only available if you are using Mortascreen (GBRMOR), Mortality Suppressions (GBRMSS) or The Bereavement Register (GBRTBR) data. Note that changing the bereavement period for one dataset will automatically change it for the other.

Default

Yes

Purpose

You can match the records in your data to a period during which the family or household should not be contacted.

If you set this option to Yes, you should use the `BereavementPeriod` setting to specify the length of time during which your customers should not be contacted. See [page 18](#) for more information about the `BereavementPeriod` setting.

Example

```
SpecifyPeriod=Yes
```

Suppression

Suppression=[identifier],[priority level]

Default

All Suppression sets with priority level

Purpose

This setting allows you to specify which Suppression datasets you want to clean your data against in the current layout.

You must not edit the priority levels unless instructed to do so by Experian Professional Services or Experian Technical Support.

Example

```
Suppression=GBRABS,1  
+GBRNCA,1  
+GBRUSS,1
```

SuppressionHierarchy

SuppressionHierarchy=[identifier]

Default

```
GBRMSS  
+GBRMOR  
+GBRABS  
+GBRUSS  
+GBRMPS  
+GBRTPS  
+GBRGSF  
+GBRTBR
```

Purpose

This setting is used to specify the datasets that are in the Suppression hierarchy, and their order.

If an address record matches more than one Suppression dataset, the order in which matches should be used (and therefore your costs) depends on the options set in the Suppression hierarchy.

Once a record has been matched against a dataset in the hierarchy, the others further down the list are not considered. The Suppression hierarchy therefore allows the user to do the following:

- Control in what order they will be charged for clicks, which will minimise their total expenditure;
- Specify some types of Suppression data (e.g. mortalities, such as Mortascreen (GBRMOR) and Mortality Suppressions (GBRMSS)) above others (e.g. goneaway or movers, such as Absolute Movers (GBRABS)), so that they can filter some types of Suppression matches from their database without removing others completely.

In Batch Standalone, the Suppression hierarchy can be configured after cleaning and before paying for and exporting your results.

Refer to the Batch product documentation for more information about Suppression hierarchies.

Example

```
SuppressionHierarchy=GBRTPS  
+GBRMPS
```

SuppressionTolerance

SuppressionTolerance={string value}

This setting does not apply to Telephone Preference Service (GBRTPS) data.

Default

Standard

Purpose

This setting allows you to configure the following additional options for matching addresses against Suppression data:

- Strict** Will only return records where the full address can be matched with high confidence, and the additional Suppression information can be matched exactly. All elements must be matched in the right order.

This selection includes records marked by Batch as *Verified Correct* and *Good Match*, and also any records which you have *Interactively Accepted*. See the "Match Types" topic of the Batch Help for more information.

This level of matching will tolerate a missing place, additional leading numbers (premises and sub-premises information), and an input address which is a superset of the matched output address.

This level of matching will not allow additional numbers other than leading ones, non-out-of-order elements and additional text between the premise number and street.
- Standard** Similar to Strict, except matches will be returned for records containing out-of-order elements, and for records containing unmatched input text between matched elements. A number of issues can co-exist in a supplied record.
- Relaxed** Similar to Standard, except matches may be returned for when additional numbers are stored within a record.

Example

SuppressionTolerance=Relaxed

TrackingHierarchy

TrackingHierarchy={identifier}

Default

GBRABC
+GBRNCA

Purpose

This setting is used to specify the datasets that are in the Tracking Hierarchy, and their order.

Unlike the Suppression Hierarchy, once a record has been matched against a Tracking dataset, it is not excluded from further datasets. The record is then passed to the next dataset in the Tracking Hierarchy and so on.

In Batch Standalone, the Tracking Hierarchy must be configured before cleaning and exporting your results. Unlike the Suppression Hierarchy, the Tracking Hierarchy cannot be changed after cleaning.

Refer to the Batch product documentation for more information about the Tracking Hierarchy.

Example

```
TrackingHierarchy=GBRABC  
+GBRNCA
```

UseSuppression

This setting does not apply to Batch Standalone.

UseSuppression={boolean}

Default

Yes

Purpose

Turns Suppression on or off for the current layout. If this is set to No and Suppression DataPlus has been configured, an error will be returned.

Example

```
UseSuppression=No
```

Suppression-Specific Information Bits

This section contains details of the GBR Suppression-specific information bits that can be returned.

Information Bit	Description
00000001	Record has been matched against Suppression data.

Appendix A: Match Levels

You can match the records in your Suppression data to a household, to a surname or to a named individual.

To return a match at surname or individual level, at least one of your input fields must contain Names information. See the Batch product documentation for information about how to configure input fields.

The matching level is the **minimum** level that is required for a result to be considered valid:

If the user specifies: The following matches can be returned, depending on the information available in your data:

Household (H)	Records containing matches to Household, Surname and Individual levels.
Surname (F)	Records containing matches to Surname and Individual levels.
Individual (P)	Records containing matches to Individual level.

With Batch API, this level is set using the `SuppressMinMatchLevel` setting (see page 19).

For example, your database may contain the following records:

<i>John Smith</i>	<i>Mary Smith</i>
<i>10a High Street</i>	<i>10a High Street</i>
<i>Anytown</i>	<i>Anytown</i>

For the purposes of this example, John Smith has died recently.

The Household level option described below is only relevant to mortality data. However, the Surname and Individual options can be used in similar ways with other data. See page 19 for more information.

If Batch has *not* been configured to match Names information within records, only the Household level option will be available for selection.

If Batch *has* been configured to match Names information, Batch will return one of the following matches against a search for "John Smith, 10a High Street, Anytown", depending on the level selected:

- If you specify the **Household** option, Batch will return a match against any death at the household. If a record of death exists for Bob Jones at 10a High Street, Anytown, for example, a Household level match would be made (subject to the date being within the set bereavement period – see page 18), and both John Smith and Mary Smith's records would be suppressed.
- If you specify the **Surname** option, the match result would only tell you that someone with the surname Smith who lived at this property has recently died. However, while John Smith is deceased, Mary Smith is still living there. A surname match in this scenario could therefore mean removing a potential customer from your mailing list.
- If you specify the **Individual** option, a Suppression match will be returned against John Smith, but not against Mary. This would indicate that Mary Smith is still living at this address and that her record should therefore be retained on your mailing list.

While an Individual match clearly provides a more accurate match against the deceased person, if in doubt, you may find it useful to return a Surname or Household level match, in order to avoid contacting any member of the deceased person's family or household during the bereavement period.

Appendix B: Using Tracking Datasets

Using Absolute Contacts With NCOA Update Data

If you would like to suppress your data against both the Absolute Contacts (GBRABC) dataset and the NCOA Update (GBRNCA) dataset, it is important to take a few additional factors into account.

As the two Datasets are similar in terms of content, you can allocate a Primary Suppression set (by default this will be set to Absolute Contacts). This is the Suppression set that will be searched first before passing what is found (or the original address if no match is found) to the Secondary Suppression set. For more information on setting the Primary Set, see the *Batch Standalone User Guide*.

When the two Suppression sets are run sequentially, the address is first run against the Primary set, and then the result of the Primary set is then run against the Secondary set. This can occasionally lead to unexpected results.

The table below shows some examples of the two Suppression sets running sequentially, starting with address 'A', with their output:

Primary Set Information	Secondary Set Information	Returned Address	Description
A to B	B to C	C	Batch finds forwarding address B when searching the Primary Dataset, so B is moved forward to the Secondary Dataset. A move from B to C is found, so C is returned.
A to B	A to C	B	Batch finds forwarding address B when searching the Primary Dataset, so B is moved forward to the Secondary Dataset. B is not found in the Secondary Dataset and so is returned. The A to C link is not used.
B to C	A to B	B	Nothing is found when searching on A in the Primary set. A is passed to the Secondary set and B is found.
A to B	B to A	A	Batch finds forwarding address B when searching the Primary Dataset, so B is moved forward to the Secondary Dataset. However, B is then found with the forwarding address of A and is sent back and returns A.

Using Tracking Datasets With Absolute Movers

It is important to note that Absolute Movers (GBRABS) can contain records that are also present in Absolute Contacts (GBRABC). In this case, a record might have been suppressed by Absolute Movers where a forwarding address exists in the Absolute Contacts or NCOA Update (GBRNCA) Suppression sets.

- If you are using the Absolute Contacts and Absolute Movers sets in separate Batch runs, Absolute Contacts should be used first to ensure a forwarding address is not suppressed.
- If you are using the two sets in the same Batch run, Batch will retain the forwarding address.