
Additional Data Guide

United Kingdom With Suppression

QAS Ltd.

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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



Currently these datasets can only be used with QuickAddress Batch Standalone V5.00 or above and QuickAddress Batch API V6.10 or above.

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 QuickAddress Batch, refer to Appendix C of your Batch User Guide.

Telephone Preference Service (TPS)

Dataset Code:	GBRTPS
Filename:	gbrtps.kfx
Approximate Data Size:	50MB
Data Source:	Direct Marketing Association (DMA)
Update Frequency:	Fortnightly
Expiry:	Data files will expire 6 weeks after creation.

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continue to use this data after the 28-day deadline, you will receive a warning message which states that the data is out of date, and therefore breaches the 28-day deadline as set out in the Privacy and Electronic Communications Regulations.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 or fax number, TPS and/or FPS 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.

Fax Preference Service (FPS)

Dataset Code:	GBRFPS
Filename:	gbrfps.kfx
Approximate Data Size:	8MB
Data Source:	Direct Marketing Association (DMA)
Update Frequency:	Fortnightly
Expiry:	Data files will expire 6 weeks after creation.

Under Government legislation introduced on 1 May 1999, it is unlawful to send an individual an unsolicited sales and marketing fax without prior permission. Businesses can register fax numbers on the FPS database, on which they do not wish to receive direct marketing faxes.

It is a legal requirement that companies do not send direct marketing faxes to numbers which have been registered on the FPS for 28 days or longer. The relevant legislation is the Privacy and Electronic (EC Directive) Regulations 2003.

This means that anyone using Batch with FPS data cannot use 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 FPS 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 or fax number, TPS and/or FPS 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 (MPS)

Dataset Code:	GBRMPS
Filenames:	gbrmps.ads, gbrmps.dap
Approximate Data Size:	25MB
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 QuickAddress 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 your QuickAddress 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 14 for more information about MPS DataPlus flags.

National Change Of Address (NCOA)

Dataset Code:	GBRNCA
Filenames:	gbrnca.ads, gbrnca.sdp
Approximate Data Size:	450MB
Data Source:	© Royal Mail Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

NCOA 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 your QuickAddress Batch User Guide.

Batch can return this information in one of two ways: it can return the forwarding address, or it can return a flag against the input address as a “goneaway”. The goneaway flag indicates only that someone of that name has moved away from that address. See page 15 for more information.

Absolute Movers (ABS)

Dataset Code:	GBRABS
Filename:	gbrabs.ads
Approximate Data Size:	565MB
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 your QuickAddress Batch User Guide.

Batch can be configured to return this information as a DataPlus flag: see page 15 for more information.

Universal Suppression Service (USS)

Dataset Code:	GBRUSS
Filenames:	gbruss.ads, gbruss.dap, gbruss.sdp
Approximate Data Size:	100MB
Data Source:	© Royal Mail Group PLC
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

The USS 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 your QuickAddress Batch User Guide.

Batch will return this information as a DataPlus flag: see page 16 for more information.

Mortality Suppressions Sets (MSS)

Dataset Code:	GBRMSS
Filename:	gbrmss.ads, gbrmss.sdp
Approximate Data Size:	18MB
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 your QuickAddress Batch User Guide.

Batch will return this information as a DataPlus flag: see page 17 for more information.

Mortascreen (MOR)

Dataset Code:	GBRMOR
Filename:	gbrmor.ads, gbrmor.sdp, gbrmor.dap
Approximate Data Size:	115MB
Data Source:	Millennium plc
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation.

The 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, and to a minimum level of confidence that the person in question is deceased.

For more information about suppression matching, see Appendix C of your QuickAddress Batch User Guide.

Batch will return this information as a DataPlus flag: see page 18 for more information.

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	Mr C Smith	N00
Telephone Number	+44 (0) 20 7498 7777	T11
Fax Number	+44 (0) 20 7498 0303	T12
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 QuickAddress 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
TPS	Telephone Number (T11) or Telephone or Fax Number (T00)
FPS	Fax Number (T12) or Telephone or Fax Number (T00)
MPS, NCOA, ABS, USS, MSS and MOR except when matching to Household level (see page 23).	Name (N00)

About DataPlus Information

You can configure your QAS 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 QAS products to return DataPlus information.

Each DataPlus set (.dap) is divided into one or more items. QAS 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. For more information about the `PermanentHierarchy` setting, see page 35.*



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

DataPlus Sets for GBR Suppression Data

This section details the DataPlus sets which are available with GBR Suppression Data.

Telephone Preference Service

Identifier: GBRTPS

The GBRTPS 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.

Fax Preference Service

Identifier: GBRFPS

The GBRFPS DataPlus set returns information about whether a fax number is registered on the Fax Preference Service.

Element	Code	Description
FPS No Unsolicited Faxes	NoFax	Whether there is a fax number in the record which matches to an equivalent number in the FPS data. The value of this item is always Y or blank.

Mailing Preference Service

Identifier: GBRMPS

The GBRMPS 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> <p>A — Home B — Leisure C — Clothing D — Financial E — Sport F — Travel G — Children H — Community Service</p> <p>(or any combination of the above.)</p> <p>If a match is returned against the No Unsolicited Mail DataPlus element (see page 14), 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>

National Change Of Address

Identifier: GBRNCA

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

Element	Code	Description
NCOA Address Status	AddressStatus	Identifies whether a goneaway match has been identified at this address to the level specified by the user (surname or individual). A value of F indicates that a forwarding address has been returned, a value of G indicates that a goneaway match has been returned, or 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.

Universal Suppression Service

Identifier: GBRUSS

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

Element	Code	Description
USS Return Code	ReturnReasonCode	Information source.
USS 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.
USS 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 N, or will be blank if no match is returned.
USS Goneaway Indicator	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 N, or will be blank if no match is returned.

Mortality Suppressions

Identifier: GBRMSS

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

Element	Code	Description
Mortality Suppressions Date of Death	DateOfDeath	<p>A valid date in the format MM/YYYY will be returned.</p> <p>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.</p>
Mortality Suppressions Deceased Indicator	Deceased	<p>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.</p> <p>If this field returns no value, the Date of Death field will also be blank.</p>

Mortascreen

Identifier: GBRMOR

The GBRMOR 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.

Using This Data

With QuickAddress 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 your Batch documentation.

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

Advanced Option (Standalone)	Configuration Setting In INI File (API)	See...
Names Matching Tolerance	NamesTolerance	page 31
Suppression Matching Tolerance	SuppressionTolerance	page 40
Select Suppression Datasets dialog (in Configuration Wizard)	Suppression	page 37
Suppression Hierarchy dialog (in Counter Manager)	SuppressionHierarchy	page 38
Not applicable	UseSuppression	page 42
Not applicable	PermanentHierarchy	page 35

Dataset-Specific Suppression Options

Advanced Option (Standalone)	Configuration Setting In INI File (API)	See...
NCOA	GBRNCASuppressMinMatchLevel	page 23
	NCOATracking	page 34
	NCOATrackForeign	page 33
Absolute Movers	GBRABSSuppressMinMatchLevel	page 23
Universal Suppression Service	GBRUSSuppressMinMatchLevel	page 23
Mortascreen	SpecifyPeriod	page 36
	BereavementPeriod	page 22
	GBRMORSuppressMinMatchLevel	page 23
	GBRMORSuppressMinConfidence	page 30

Advanced Option (Standalone)	Configuration Setting In INI File (API)	See...
	SpecifyPeriod	page 36
MortalitySuppressions	BereavementPeriod	page 22
	GBRMSSSuppressMinMatchLevel	page 23
MailingPreferenceService	GBRMPSSSuppressMinMatchLevel	page 23

BereavementPeriod

BereavementPeriod={string value}



This option is only available if you are using MOR or MSS data. Note that changing the bereavement period for one dataset will automatically change it for both.

Default: M2

Purpose: If you have opted to use the `SpecifyPeriod` setting (see page 36) 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.

Possible values are:

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

where **n** is a number.

Example: `BereavementPeriod=Y1`

GBR[identifier]SuppressMinMatchLevel

For Experian Absolute Movers (ABS) and Universal Suppression Service (USS) datasets:

GBRABSSuppressMinMatchLevel={character}

GBRUSSSuppressMinMatchLevel={character}

Default: P

Purpose: The ABS and USS 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 different levels:

- Family Surname (F)
- Individual (P)

“Family Surname” in this context refers to people with the same surname living at the same address.



To return a match at either 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.

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 recently moved out of the property.

If you set the **Family Surname (F)** level option, this will return a match against the surname Smith at this address, telling you that someone with this surname has recently moved away from this property. This indicates that someone with this surname at this address is unlikely to respond to mail and so can be removed from your mailing list.

However, while John Smith is no longer at the address, Mary Smith is still living there. The Surname Level option cannot return this information and a match against it could mean removing a potential customer from your mailing list. If you set the **Individual (P)** option, a Suppression match will be flagged 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.

Examples: GBRABSSuppressMinMatchLevel=P
 GBRUSSSuppressMinMatchLevel=F

For Mortascreen Mortalities (MOR), Mortality Suppressions Sets (MSS) and Universal Suppression Service (USS) datasets:

GBRMORSuppressMinMatchLevel={character}
GBRMSSSuppressMinMatchLevel={character}
GBRUSSSuppressMinMatchLevel={character}

Default: **P**

Purpose: These datasets contain details of people who are recently deceased. Depending on the options selected, you can match the records in your data as follows:

	MOR	MSS	USS
To a household (H)	x	x	
To a surname (F)	x	x	x
To a named individual (P)	x	x	x
To a specific bereavement period, during which the family or household should not be contacted (recommended for Surname or Household matching).	x	x	
To a minimum level of confidence in the source of the information about the death.	x		

“Surname” in this context refers to people with the same surname living at the same address. “Household” refers to people living at the same address.

For more information about:	Refer to:
Match level	page 25
Bereavement period	page 22
Confidence level	page 30

Examples: GBRMORSuppressMinMatchLevel=P
 GBRMSSSuppressMinMatchLevel=H
 GBRUSSSuppressMinMatchLevel=F

Match Level

You can match the records in your 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 stored 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.

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.

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 John Smith at an Individual level, as his name is unique within the address record for this household.

However, if John and Mary Smith’s son, also called John, was living with them, Batch would not be able to return an Individual match for this record, and would return a Surname level match instead.

- If you specify the **Surname** option, because both occupants of the house share the same surname, 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.



A search for “Bob Jones, 10a High Street, Anytown” would return a Household level match (subject to a match to the bereavement period) as there is a record of death at that property.

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.

For the Mailing Preference Service (MPS) dataset:

GBRMPSSuppressMinMatchLevel={character}

Default: P

Purpose: This data 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 different levels:

- Family Surname (F)
- Individual (P)

"Family Surname" in this context refers to people with the same surname living at the same address.

To return a match at either 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.

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 registered with the Mailing Preference Service and has specified that he does not want to receive unsolicited mail.

If you set the **Family Surname** level option, this will return a match against the surname Smith at this address, telling you that someone with this surname has registered with MPS. This indicates that someone with this surname at this address is unlikely to respond to mail and so can be removed from your mailing list.

However, while John Smith has registered with MPS, Mary Smith has not. The Surname Level option cannot return this information and a match against it could mean removing a prospect from your mailing list. If you set the **Individual** option, a Suppression match will be flagged against John Smith, but not against Mary. This would indicate that Mary Smith can be retained on your mailing list.



If you have a record which contains only a surname, but you have set your minimum acceptable match level to Individual, a match will be returned, on the basis that all available information has been matched.

Example: `GBRMPSSuppressMinMatchLevel=F`

For the National Change Of Address (NCOA) dataset:

GBRNCASuppressMinMatchLevel={character}

Default: **P**

Purpose: This 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 different levels:

- Family Surname (F)
- Individual (P)

“Family Surname” in this context refers to people with the same surname living at the same address.



To return a match at either 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.

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 recently moved out of the property.

If you set the **Family Surname** level option, this will return a match against the surname Smith at this address, telling you that someone with this surname has recently moved away from this property. This indicates that someone with this surname at this address is unlikely to respond to mail and so this information can be removed from your mailing list. You may also be able to return details of John Smith's new address, depending on whether tracking mode is enabled. See page 34 for more information about how to configure this.

However, while John Smith is no longer at the address, Mary Smith is still living there. The Surname Level option cannot return this information and a match against it could mean removing a potential customer from your mailing list. If you set the **Individual** option, a Suppression match will be flagged 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.

You can configure two additional options for matching addresses against NCOA data: NCOATracking (page 34) and NCOATrackForeign (page 33).

Example: `GBRNCASuppressMinMatchLevel={character}`

GBRMORSuppressMinConfidence

GBRMORSuppressMinConfidence={integer}



This option is only available if you are using Mortalities (MOR) 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:

Low confidence (1) Third-party data.

Details of a death have been registered with the Deceased Preference Service.

Medium confidence (2) This data contains the details of people who have died, as provided by a bereaved relative, partner or friend.

High confidence (3) Governmental records.

If you select a minimum confidence level of Low, Medium or High, 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 TPS or FPS 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.

Exact

Only exact matches to Names information will be returned. Records containing spelling or formatting errors, or forename aliases in the Names fields will not be matched.

Any additional Names information in the input record, or changes to Names elements will not be retained in the output.

Standard

The following issues in a record will still return a match:

- Gender identification can be used to match titles;
- Minor spelling or formatting error can still return a match;
- Forenames can be matched to initials;
- Forename aliases can be matched;
- Additional unmatched Names information in the input record will be retained in the output.

A number of these issues can co-exist in a supplied name.

Relaxed

This option is almost identical to the **Standard** option: the sole difference is that forenames can be swapped with middle names to return a match.

Example: The following setting means that Batch does not allow any errors in the input name information:

```
NamesTolerance=Exact
```

NCOATrackForeign

NCOATrackForeign={boolean}



This option is only available if you are cleaning your files against NCOA data.

Default: Off

Purpose: This setting allows you to specify whether to return foreign forwarding addresses when using NCOA tracking mode.

Some NCOA 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 `NCOATracking` (tracking mode) is set to On (see page 34), and this option is also set to On, Batch will return forwarding addresses for all records which are matched against NCOA data, including foreign forwarding addresses.

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

Example: `NCOATrackForeign=On`

NCOATracking

NCOATracking={boolean}



This option is only available if you are cleaning your files against NCOA data.

Default: **Off**

Purpose: This setting enables tracking mode to return forwarding addresses instead of cleaned addresses from PAF.

If this option is enabled or set to On (pre-clean), Batch will return forwarding addresses for all records which are matched against NCOA data.

However, if `NCOATrackForeign` is set to Off (see page 33), foreign forwarding addresses will not be returned. In these cases, only matches for the original address will be returned, together with a goneaway flag, to indicate that the resident(s) have moved away.

If this option is disabled, all matching records will still be returned but will indicate only that the resident(s) have moved away from the original address.

Example: `NCOATracking=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 38).

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 MOR or MSS data. Note that changing the bereavement period for one dataset will automatically change it for both.

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 22 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 QAS Professional Services or QAS Technical Support.

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

SuppressionHierarchy

SuppressionHierarchy=[identifier]

Default: **GBRMSS**
 +GBRMOR
 +GBRABS
 +GBRNCA
 +GBRUSS
 +GBRMPS
 +GBRTPS
 +GBRFPS

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 MOR and MSS) above others (e.g. goneaway or movers, such as ABS), 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=GBRMSS
 +GBRMOR
 +GBRABS
 +GBRNCA
 +GBRUS
 +GBRMPS
 +GBRTPS
 +GBRFPS

SuppressionTolerance

SuppressionTolerance={string value}



This setting does not apply to TPS or FPS 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 (Recommended)

Similar to Strict, except that matches will be returned for records containing out of order elements, and for records which contain unmatched input text between matched elements. A number of issues can co-exist in a supplied record.

Relaxed

Similar to Standard, except that matches may be returned for records containing additional numbers within an input record.

Example: `SuppressionTolerance=Relaxed`

UseSuppression

UseSuppression={boolean}



This setting does not apply to Batch Standalone.

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.