

Data Maintenance – Annual Subscription

SET UP & DATA PROCESSING GUIDE



This Set Up & Data Processing Guide is supplementary to the General Terms and Product Terms and is intended to be used as guidance for use and set up of the Service. Any definition not provided in this guide shall have the same meaning as set out elsewhere in the Agreement.

1. DEFINITIONS

1.1. The following definition shall apply to this guide, in addition to those contained elsewhere in the Agreement:

“Data Append” means use of the Service to update and or append Supplier Data to the Input Files;

2. DATA TRANSFER TO THE SERVICE

2.1. The Customer agrees to only send Input Files to GBG via SFTP.

2.2. The Customer shall notify GBG of the name and contact details of the individual(s) who will be granted access to the SFTP in order to upload Input Files to the Service.

2.3. Log-in details will be provided to that individual by email and the password will be sent separately via phone or text.

2.4. No access to the SFTP will be granted before an Order Form has been fully executed by both Parties.

3. INPUT FILE

3.1. While GBG can accept a wide range of file formats, it is recommended that Customer’s supply their Input Files as follows:

(a) In a standard flat text file such as CSV with quotes, PSV with quotes, tab delimited etc.;

(b) With Header rows to help confirm the data variables being supplied, and

(c) With variables that are decoded. For example, if “Title” is stored as a 1, 2 or 3, then GBG should be provided with the corresponding description, e.g. Mr, Mrs, Miss etc.

4. DATA VARIABLES

4.1. Depending on the Dataset the following data variables should be included in the Input File in order to generate a Matched Record for the Services to be delivered:

Data Variables	
URN	(optional but preferable)
Name	Title, forename and surname as separate fields or combined
Address	This can be a number of address fields (e.g., add1, add2, town etc.) or combined.
Country code	This is required for international address cleansing only.
Postcode	Postcode

4.2. Name fields can be separated into title, forename and surname or concatenated into one single field.

4.3. Address and postcode can be provided in one or multiple fields.

4.4. Customers may send more fields than required, however GBG will only match against those listed above. The Customer should only provide relevant data in line with the data minimisation principle set out in the Applicable Data Protection Laws.

5. MATCHING

5.1. As standard GBG uses the strictest Matching Rule available for each Dataset. The Standard Matching Rules and Default Matching Rules are set out in the Additional Terms and will always be applied to any processing carried out by GBG unless otherwise agreed.

5.2. The Matching Rules that may apply to a Dataset may include one or more of the following:

(a) Title/Gender matching

- Titles will be converted to a male/female gender where possible.

- Where a gender is not identified or supplied this rule will be ignored.

(b) Forename

- Allows controlled tolerance.

- Does not allow short names or first initials to match.

(c) Middle Initial

- Where a middle initial is not present on input or the matching source, this will be ignored.

(d) Surname



- Allows 1 letter difference or 1-character transposition.
- (e) Address
- Will use common derived matching elements such as building number, street name etc.
- 5.3. GBG acknowledges that there may be instances where a Customer requires a wider tolerance of Matching Rules than the Default Matching Rule which GBG has set. Where Variable Matching Rules are available for a Dataset, a Customer may request that GBG applies a Variable Matching Rule by providing GBG with written notice setting out its justification for deviating from the Default Matching Rule. GBG reserves the right, as data controller of the Supplier Data and Input Files, to refuse to use Variable Matching Rules.

6. RESULTS

Data Variables Returned, by Service	
	Input fields provided
Address Cleansing (typical output)	Cleansed address line 1
	Cleansed address line 2
	Cleansed address line 3
	Cleansed address line 4
	Cleansed address line 5
	Cleansed address line 6
	Cleansed Postcode
	Address Match Status
Individual De-duplication	Deduplication - Record URN (or input if suitable)
	Deduplication - Parent Record URN
Deceased suppression	Deceased flag ('Y' or empty)
Goneaway suppression	Goneaway flag ('Y' or empty)

Notes:

Output variables can be configured to meet your needs – speak to your CSM

Once the process is established and automated, the file format and layout needs to be rigid for the process to work. If the data is to change on the way into Loqate, or on the output returned to yourselves, then please speak to your CSM

GBG will return the output file in the same format as the input file. If a header row is provided, then an amended header row will be returned including the additional output fields as relevant.

7. DATA RETENTION

- 7.1. Customer Data and any copies of Input Files will be automatically deleted approximately 90 days following processing. The Customer can choose to have the Customer Data and or copies of Input Files deleted as soon as processing is completed, and a data destruction certificate can be provided.
- 7.2. If Customer Data is required to be reprocessed for any reason following deletion by GBG, the Customer will have to resubmit the Input Files for processing.
- 7.3. Notwithstanding the above, GBG retains the GBG Audit Trail for all processing carried out via the Service to ensure we can respond to data subject rights. GBG retain the GBG Audit Trail for a period of 12 months.

8. ANNUAL FEE TABLE

8.1 The Charges payable for the Service shall be paid as an Annual Fee calculated in accordance with the relevant Tier as set out in the Annual Fee Table below based on the number of Unique Records that will be processed against the Service.

Charges	Unique Records Volume Tiers										
	Service	25,000	50,000	100,000	250,000	500,000	1,000,000	2,500,000	5,000,000	7,500,000	10,000,000
UK Address formatting & Deduplication	£375.00	£750.00	£1,500.00	£3,125.00	£6,250.00	£10,000.00	£18,750.00	£25,000.00	£33,750.00	£40,000.00	£ 46,875.00
Deceased 1	£300.00	£600.00	£1,200.00	£2,760.00	£5,040.00	£8,160.00	£15,600.00	£21,600.00	£30,600.00	£38,400.00	£ 45,000.00
Deceased 2	£150.00	£300.00	£600.00	£1,380.00	£2,520.00	£4,080.00	£7,800.00	£10,800.00	£15,300.00	£19,200.00	£ 22,500.00
Goneaways	£800.00	£1,600.00	£3,200.00	£7,360.00	£13,440.00	£21,760.00	£41,600.00	£57,600.00	£81,600.00	£102,400.00	£ 120,000.00

8.2 Where the Customer requires to process more Unique Records than their existing Tier allows, the Customer shall simply pay a pro-rata amount of the Annual Fee corresponding to the new higher Tier for the remainder of the applicable year, calculated in accordance with the terms of the Agreement.