

FREQUENTLY ASKED QUESTIONS

Q. What is the source of the data that is on Data Select Network?

A. Experian is an original source compiler, meaning we collect data directly from more than 3,500 original public and proprietary sources, including:

- White pages
- Census data
- Public records, both state and local
- Product registrations and surveys (self-reported)
- Property/Realty records such as property deeds
- Mail-order transactions
- Other proprietary sources

The data offered on Data Select Network is tested and validated. It then is cleansed and combined using Experian's proprietary logic to create the most accurate and comprehensive repository of consumer marketing information available. This process sets us apart from other data suppliers who typically rely on secondary data sources. Since we acquire data directly from the original source, we have in-depth knowledge of the data. We understand the fine distinctions within each data element. The end result is that you receive the most definitive marketing information in the industry — and a more complete picture of your customers and prospects.

Q. Why does Experian need to review my mail piece and/or telemarketing script if I place an order that includes sensitive data selections?

A. The privacy of consumers is important to Experian. That's why we take extra care with data elements we consider sensitive. The sensitive data available through Data Select Network includes, but is not limited to, children's data, self-reported health and ailment data, lender name and ethnicity. Our goal is to partner with you to ensure that consumers continue to benefit from our sharing of data for marketing purposes.

When you place an order that contains sensitive data elements, your order will be placed on hold for compliance review. Please email your mail piece and/or telemarketing script to marketingofferreview@experian.com. In your email, please include your name, logon

ID and order number. Our compliance team will review your marketing offer and, upon approval, will release your order for processing.

Q. How do I submit a mail piece and/or telemarketing script for compliance approval?

A. After you have completed the order entry process, please email your mail piece and/or telemarketing script to Experian Compliance at marketingofferreview@experian.com. In your email, please include your name, logon ID and order number. Our compliance team will review your marketing offer and, upon approval, will release your order for processing.

Your offer should be easy to read and understand. Your street address and/or phone number should be present in all offers. We recommend using language that does not reveal specific selection criteria or imply individual knowledge of the recipient.

Q. What elements offered in Data Select Network are considered "sensitive"?

A. The following elements are deemed sensitive:

- Children's data, including, but not limited to, age, date of birth, gender, presence of children, children/parenting products
- Adult's **full** date of birth — MMDDCCYY
- Ethnic data
- Lender name
- Health/Ailment data or prescription/medical data, including, but not limited to, contact lens wearer, weight conscious, prescription drug user
- Smoker data
- Specific income amount (not ranges)
- Activities for adults such as gambling, sweepstakes and wine enthusiasts

Q. Can I set up a subscription order so I automatically get new records that are added to Data Select Network?

A. Absolutely. A large number of our clients set up subscription orders for our New Parents DatabaseSM, New Homeowners DatabaseSM and New Movers DatabaseSM. By setting up a subscription order, you will have access to our new prospects as soon as we load them into Data Select Network — saving you from having to manually place an order after each update.

With a subscription order, you just need to set up your order specifications one time and we'll automatically process a new order for you when we load new prospects to Data Select Network. You still have control over selection criteria, and you can even set minimum and maximum record requirements.

- New Movers Database — monthly updates
- New Homeowners Database — weekly and monthly updates
- New Parents Database — weekly and monthly updates

To learn more about setting up a subscription order, [click here](#) to contact the Data Select support staff.

Q. Can I import my order file into Excel, Access, ACT! or Goldmine?

A. You can request the order file to be in any of the following file formats: CSV, DBF or .txt. After downloading the order file, you can import the file either to a database or a spreadsheet. Procedures for importing to the different applications may vary, depending on the software version you are using. However, we have included detailed instructions on how to import Data Select orders into the most common database and spreadsheet programs, including Microsoft® Access, ACT!, Goldmine and Microsoft® Excel, in our user guide (keyword: import).

To access the user guide, simply click on the **Help** button located in the upper right-hand corner of the query screen.

Q. My client has an exemption under the Telemarketing Sales Rule. Can Experian provide me with telephone numbers that are on the National Do Not Call List?

A. Experian offers two telephone options to our clients:

Option 1: Cleansed against the National Do Not Call Registry — "Do Not Call" telephone numbers are excluded

As a service to our clients, Experian accesses the National Do Not Call Registry once every 14 days and flags the telephone numbers of individuals who have added their telephone number to the registry. In order for Experian to access the national registry on your behalf and suppress the "Do Not Call" phone numbers from your order, you must complete the online Experian SAN form or select your previously entered SAN form from the drop down box that appears when you add DNC cleansed telephones to your search.

An Experian SAN form must be completed because Experian is accessing the National Do Not Call Registry on your behalf to exclude DNC telephone numbers.

Option 2: Not cleansed against the National Do Not Call Registry – "Do Not Call" telephone numbers are included

To obtain access to this option, contact the [Data Select Network support staff](#) and we will release it to your company or specified users within your company.

At the time you place your order you will be asked to read and accept Experian's online data license standard terms agreement. Section 2.2 part F of this agreement confirms that you, as the end user of the data, understand the FTC regulations and take on the responsibility of compliance with those regulations.

Note: If you select a telephone option with "Do Not Call" records included, you can flag those records by adding the field element "Tele: Special Usage #1 Objectors" to the layout of your output file. If you choose to flag the "Do Not Call" records you will be asked to complete the SAN form because Experian is accessing the National Do Not Call Registry on your behalf to flag the "Do Not Call" telephone numbers.

Q. How do I enter an Experian SAN form in Data Select Network?

A. A SAN form must be entered into Data Select Network if you choose to receive telephone records that have been cleansed against the National Do Not Call Registry database. You have two different options for completing the SAN form: 1) during the search process or 2) at any time by using the Account Preferences options.

When you add DNC cleansed Telephones to your search, the SAN form entry field will automatically be displayed on the screen. Click on the **Add New** hyperlink. This will open up the online SAN form. Enter your SAN information and click on the **Submit** button. Once you complete the SAN form, Experian will keep it on file until it expires. If you have previously entered a SAN form in Data Select Network, you can select it from the drop down box that will appear in the SAN entry field.

Q. My client recently updated their subscription with the National Do Not Call Registry to add more area codes. How do I update the previously entered Experian SAN form so it reflects the changed information?

A. You may update SAN forms through your Account Preferences screen. Simply click on the **Account Preferences** button located in the **System Admin** selector tab, this will open the Account Preferences screen. On the left side of the screen, select the DNC settings hyperlink; the **DNC settings** maintenance screen will appear. In this screen you can view and edit SAN forms, you can also add additional SAN forms. To edit your SAN form click on the **Edit** hyperlink located under the Action column. This will open a new window that will display your SAN form. Make the necessary edits to the Subscriber Area Codes section and click on the **Submit** button.

Q. What media types are available for Data Select Network orders?

A. Data Select Network only offers electronic media for internet delivery. Data Select has a “built in” FTP site. All orders submitted on Data Select Network will be posted to the FTP site. Each user can easily download their order files by clicking on the **Download Orders** button that is displayed on the database selection screen (start new search screen).

Q. What suppression logic is used for the Merge/Purge counts function?

A. The Merge/Purge function matches at a living unit ID level. Living Unit ID is a unique identifier assigned to each living unit/household.

Q. What is the client file suppression logic?

A. Users can upload client files for suppression. Data Select uses a very tight match logic that is based on an exact match to the name and address. Typically match rates for Data Select are approximately 65%-75%.

Q. What is the previous order suppression logic?

A. Users can select between three levels of suppression: address level, living unit plus surname, and individual. The previous order suppression logic is a proprietary match key.

Q. How long are suppression files held for?

A. Previous order suppressions = 12 months

Client file suppressions = 90 days*

*Can be extended for a price

Q. What is the maximum number of multiple radius locations that can be uploaded in Data Select?

A. 150 locations can be uploaded for multiple location radius processing. Please note, multi-location radius counts are not eligible for the merge/purge functionality. However, they can be enabled for count suppression.