

National Deceased Register



Reliable and comprehensive
UK deceased identification data



13 million
deceased records



Super-fast
notification



30% unique
records



Robust.
Validated.



Affordable
licensing



Flexible
data access

MiExact 



Includes data on over 13 million deaths dating back to 1995



Super-fast notification of death, with most deceased records added to the file within 6 weeks of death



30% of NDR's deceased records are unique and never appear on any other deceased identification file



Rigorous multi-source validation supports accurate, reliable deceased identification



Our service is competitively priced and affordable for everyone. Plus, our flexible pricing means you can choose to pay as you go or receive a fixed annual license



Access via API or a direct feed of data (subject to minimum licence fees)



What is the National Deceased Register?



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NDR is a highly comprehensive and reliable deceased fraud and suppression file containing details of over 13m deaths captured since 1995. It helps organisations identify, flag and remove deceased customers and prospects, supporting accurate, up-to-date and compliant customer data. **NDR** can also support the identification of potentially fraudulent activity.

NDR provides:

Diverse data sources

NDR is built from a range of transactional data sources, with no volunteered data or postal returns. Its combination of sources provides broad coverage and additional insight to support effective deceased identification.

Super-fast

NDR contains over **90%** of all UK deaths, most deceased records added to the file **within 6 weeks of death**

Up to date

Around **48,000 new deceased records** are added to the file every month, helping organisations identify and act on deceased records quickly, before they affect campaigns or customer relationships.

Full geographic and demographic coverage

NDR contains data for **all regions** of the **UK** and across **all age groups** and **incomes**.

Accurate and reliable

NDR uses a rigorous **multi-source validation** process to support accurate and reliable deceased identification. We do not accept 'assumed' or volunteered data and we never use postal returns.

Fully compliant

NDR has been examined by the **ICO**, alongside our own due diligence and compliance checks, helping to ensure the file is managed in line with relevant UK data legislation.

Cost effective

NDR offers a **competitively priced** and **flexible approach** to deceased suppression, making regular screening accessible to organisations with different requirements and volumes.



Key features at a glance

Key features

All the data you need

We provide comprehensive details that include:

Full name (including forename and middle initial)

Full postal address and **postcode**

Date added to the file

Year of birth or **date of birth**

Flexible ways to access your data

✓ **Through our API** technology

✓ **Direct Feed**

Simple pricing structures

Choose from either:

Pay as you go

Fixed annual fee

We try hard never to be beaten on price.

Case Study

One of the UK's largest insurers used the **National Deceased Register** suppression file and found its customer database contained over 89,000 deceased individuals on a database containing 22 million records.

This worryingly large number of deceased records had gone undetected by all the other suppression files it had relied upon for decades to keep its data up-to-date, clean and compliant.



Helping you
to remain
compliant



Using 3rd party suppression services to remove deceased customers is essential to maintaining data accuracy and meeting the GDPR data compliance requirements.

The GDPR's requirements regarding data accuracy are crystal clear:

Chapter 2, Article 5: 'Principles relating to processing of personal data'

'Personal data shall be: 1d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy').'

Holding records of goneaway customers could turn out to be a costly mistake. Out of date records could constitute a technical breach of the Regulation and incur penalties of 2% of global turnover or €10 million, whichever is greater.

What the ICO has to say about the National Deceased Register

The Information Commissioner's Office (ICO) have provided us with some guidance to pass on to our clients as follows:

Chapter 2, Article 5: 'Principles relating to processing of personal data'

"Deceased individuals do not fall under the scope of GDPR or DPA 2018, however, there's still a duty of confidentiality afforded to deceased individuals and therefore organisations need to consider if it's appropriate to retain these records or if to destroy them as they are no longer required... There may be some justification in retaining certain records of the deceased but that should be on case by case basis and on either a legal or legitimate basis to ensure compliance with other legislation." "If organisations are not checking information is accurate and up to date where 'necessary' they may not be compliant... Chapter 2, Article 5 relates to accountability



Benefits of using NDR



Save money and simplify suppression

Using **NDR** to identify deceased records can help reduce the cost and complexity of maintaining accurate customer data. Flexible screening options allow organisations to choose an approach that suits their volumes and requirements.

Protect your brand reputation

Avoid unnecessary and potentially distressing communications with bereaved families by identifying deceased customers promptly and keeping records up to date.

Support compliance

Regular deceased screening helps organisations maintain accurate, up-to-date customer records and support their wider data quality and compliance obligations.

Improve your ROI

Communicating with deceased customers wastes time and budget. **NDR** helps identify and remove these records, reducing unnecessary activity and improving the efficiency of your campaigns.

Reduce environmental impact

More accurate customer data means fewer unnecessary communications. Identifying deceased records can help reduce wasted materials, postage and the associated environmental impact.

Reduce wastage

Removing deceased contacts before communications are produced or sent can help reduce unnecessary print, postage and operational costs.

Help prevent identity fraud

Deceased individuals' details can be vulnerable to misuse if records remain active or communications continue to be sent to their address. **NDR** can support fraud prevention and identity-checking processes by helping organisations identify deceased individuals more quickly.

Interested to find out more?

Contact us for more information,
or to book a data evaluation:



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