

Data Quality: The Bereavement Register



Since its inception in 2000,
The Bereavement Register (TBR) has built a reputation for providing a high quality, trusted and reliable file of confirmed deceased records that performs for our direct and bureau clients.

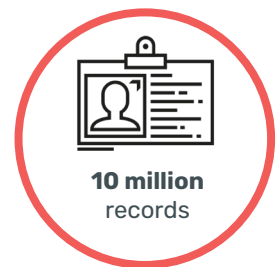


TBR is the most efficient, accurate and trusted way to remove anyone who has passed away from your databases – reducing the risk of reputational damage and enhancing campaign performance.

Data is collected directly from the bereaved via the TBR website and by registration cards distributed by Registrars nationwide. Additional data is also supplied and/or verified by a number of third party sources of actual deaths, including two of the three major credit reference agencies and the Bereavement Support Network, in order to provide comprehensive coverage of the UK population.

All contributors **must** pass our strict Data Compliance Due Diligence Audit to be able to supply REaD with data.

- 10 million records with 40 – 50,000 new records added per month
- Captures an average 93% of verified UK deaths
- Daily feeds
- ONS figures show 610,200 adults passed away in 2020
- Records are captured as fast as the day of death. TBR recorded 567,780 deaths in 2020
- Reduce the risk of brand damage and distress caused by marketing to deceased contacts



Want to know more?
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