



Here are some of the qualifying questions you should always ask when you are choosing your data provider:

Source and provenance

1

How is the data collected and what is the source? You should also ask for confirmation of the collection methods and audit trails to ensure the principles of the regulation have been met and the data is being processed lawfully, fairly and in a transparent manner.

Permission

2

Your supplier should be able to provide you with the permission statement used at the point of collection.

Validation and Due Dilligence processes

3

Ask for confirmation of the validation process. A provider with nothing to hide should be able to provide on request an outline of their due dilligence process and the steps they take to ensure data fully satisfies legislative requirements.

Recency

4

When was the last engagement?

Quality

5

Is the data accurate and up to date? Has it been screened against a reliable suppression file to remove deceased and Gone Away contacts to meet GDPR data quality requirements?

Reputation

6

Check out their creds and ask peers for a recommendation or ask to speak to an existing customer of the supplier for a candid view.

Results

7

Ask for some examples of the results and case studies - especially if you are using the data for acquisition campaigns.

Do they offer a trial?

8

If you are new to buying data or using a new supplier - ask if you can run a trail campaign to test the quality of the data.