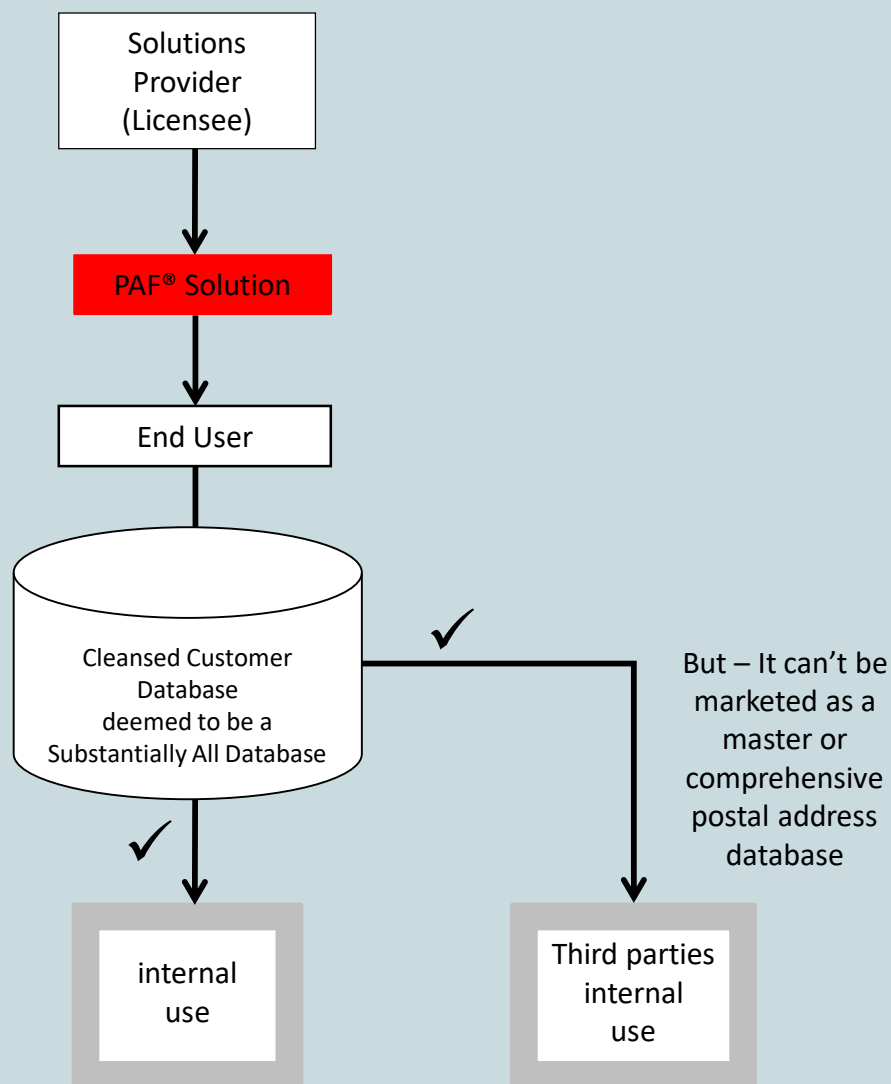


Passing on a Large Cleansed Database (a Substantially All Database).



Guidance

- A Cleansed Customer Database which comprises 'substantially all' the delivery points within the UK has certain restrictions
- These types of Cleansed Customer Databases can be passed to third parties as part of normal data supply or routine business activities
- A prominent notice should always be attached to these types of Cleansed Customer Databases that explains that it has been cleansed against Royal Mail PAF data
- The Cleansed Customer Database cannot be marketed as a master, original or comprehensive postal address database

Apply your knowledge