

Data Cleansing

What is it?

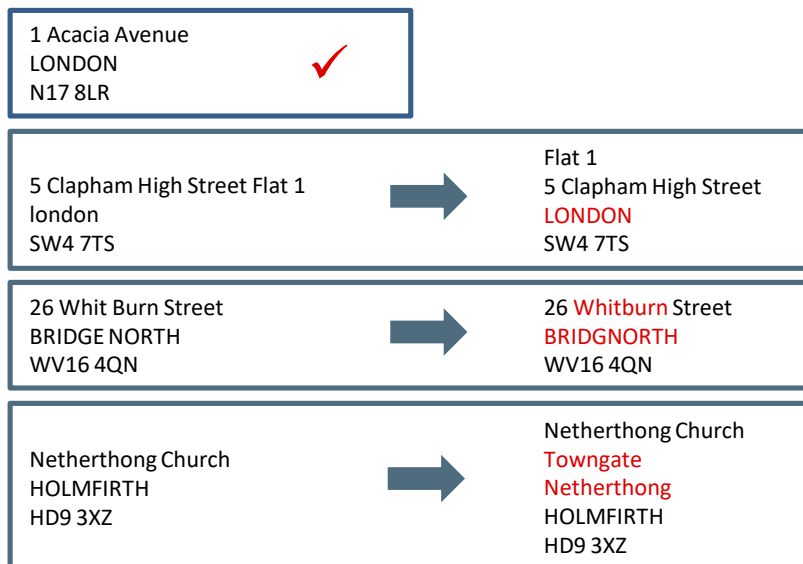
Put simply, it is using PAF® Data to clean your own address data to ensure that the correct addresses are held for your customers.

How does it work?

Data Cleansing is the processing of existing data records using PAF Data:

- (a) including validating, reformatting, correcting or appending additional data to those records, and
- (b) including the use of PAF Data within address capture applications, but
- (c) not including [Data Extraction](#) (whether carried out by an address capture application or otherwise),

and Cleansed shall be read accordingly.



See Clause 15.1 (Definitions) of Solutions Provider Agreement and direct End User Agreement.

