



**List Management Briefing Form**

<b>To:</b>	<b>From:</b>
<b>Company:</b>	<b>Company:</b>
<b>Contact Details:</b>	<b>Contact details:</b>

Please fill in the below form as best you can, this will enable UKLPS to understand your database needs and tailor a proposal to meet your requirements.

Please do not hesitate to contact me if you have any questions or if I can be of any further assistance to you.

<b>Direct Response Methods Used to acquire customers?</b>	<input type="checkbox"/> Mail Order - Catalogue <input type="checkbox"/> Mail Order - Off The Page <input type="checkbox"/> Mail Order - Media Inserts <input type="checkbox"/> Mail Order – DRTV <input type="checkbox"/> Mail Order – On Line	
<b>Estimated number of customer</b> <i>(Paying customers)</i>	0-12 months	=
	13-24 months	=
	24+ months	=
<b>Estimated number of enquirers</b> <i>(Brochure or information requests)</i>	0-12 months	=
	13-24 months	=
	24+ months	=

<p><b>Anticipated number of new customers each month</b></p> <p><b>Anticipated number of new enquirers each month</b></p>	
<p><b>What is your data protection registration number?</b></p>	
<p><b>Are you members of the DMA?</b> <i>(Direct Marketing Association)</i></p>	<p>YES <input type="checkbox"/>      NO <input type="checkbox"/></p>
<p><b>Do you offer the following</b></p> <p><b>“Opt Out” when collecting postal and telephone records?</b></p> <p><b>“Opt In” when collecting Email Addresses?</b></p>	<p>YES <input type="checkbox"/>      NO <input type="checkbox"/></p> <p>YES <input type="checkbox"/>      NO <input type="checkbox"/></p>
<p><b>What detailed information are you able to release for 3<sup>rd</sup> party rentals</b></p>	<p><input type="checkbox"/> Title/Name &amp; Address</p> <p><input type="checkbox"/> Date of last contact</p> <p><input type="checkbox"/> Amount spent</p> <p><input type="checkbox"/> Product type purchased</p> <p><input type="checkbox"/> Age / date of birth</p> <p><input type="checkbox"/> Marital status</p> <p><input type="checkbox"/> Payment method</p> <p><input type="checkbox"/> Multi Buyer</p> <p><input type="checkbox"/> Telephone number</p> <p><input type="checkbox"/> Mobile number</p> <p><input type="checkbox"/> Email address <i>(opted in)</i></p> <p><input type="checkbox"/> Other <i>(please provide details)</i></p>
<p><b>Processing of list counts and orders</b></p> <p>In order to maintain customer services levels expected of us by our client we would ask you to consider placing your data within our secure bureau for inclusion within our bespoke list count and order fulfilment system.</p>	

Companies Such as Admiral Insurance, Diamond, Elephant.co.uk and Abbey

National use the bureau services. We are confident that any security/ confidentiality issues that you may have can be satisfied. There is no cost to you as a list owner for inclusion of your data within our bureau, in fact it has been proven that this is by far the most cost effective way of producing list rental orders, we would apply a cost of £6 per 1,000 records extracted from our system which would be deducted at source ensuring that this activity does not and will not impact on your own resources. Our systems have been designed to ensure that list rental activity is lucrative for both the list owner and us as an agency whilst maintaining Best Practice and Compliance to both the DMA and Information Commissioners guidelines and regulations!

Please Indicated if you would consider allowing our bureau to hold a copy of your data for list rental purposes.

- Yes we wish to discuss data processing with you further!
- No we will not release customer data to any 3<sup>rd</sup> party!

Please indicate if you would be interested in speaking to us further about any of the following services that we offer:

- List Broking / Direct Mail Campaigns
- Inserts Management / Broking
- Media Inserts
- Alternative Media Inserts / Catalogue Mailings / PD's
- Database processing for mailings
- Database Cleaning – PAF, NCOA, MPS etc.,
- E-Mail Broadcasting Solutions
- Off The Page advertising
- Media Planning/Buying
- Direct Response Television Advertising

For further information relating to any of the above please do not hesitate to contact either Nigel Payne or Ryan Wait on 01474 535666.