



**TBR**  
the bereavement  
register®

# The Bereavement Register® (TBR) - reliable non-assumed data that deals in fact

## Why use TBR?

TBR is the leading consumer service that helps stop direct mail sent to the deceased. Bereaved families and friends provide details of the deceased to TBR, which is then used to remove those names and addresses from company mailing lists and databases.

The 560,000 people who die every year in the UK will continue to receive an average 80 items of direct mail in the year after their death. This is very upsetting for the family left behind and extremely damaging to the brands sending the unwanted mail.

Deceased records are only added to the TBR file once they have gone through our stringent build and validation process, ensuring quality over quantity. We don't deal in assumptions, just facts, to make sure you're not paying to remove customers that are still alive and spending.

## In other words, it's what we keep out of TBR that counts!

### What can TBR do for you?

- **Limit corporate brand damage** created by irresponsible data practices
- **Help stop identity fraud**, which substantially increases the risk of bad debt
- Provide **Data Protection Act compliance** for your company
- Direct Marketing campaign performance is based on response rate against volume – removing deceased records from your mailing files will **maximize response rates and ROI**
- **Avoid over-suppressing** your database - each record on the TBR file goes through a unique validation process and we don't deal in assumptions
- **Improve the environmental reputation** of your company and the DM industry
- Increase your efficiency and corporate responsibility by not mailing people who aren't there – **saving you money**

### What makes TBR unique?

- Most records captured within 14 days following death
- Updated daily and released monthly
- All records are permissioned and validated, giving you reliable non-assumed accurate data
- 3.1 million records with 10-30,000 new records added per month
- 75% of direct mail that is cleaned in the UK, is screened against TBR

## Sources

We engage directly with the bereaved, gathering fully-permissioned and verified records:

### Death Certificate Folders

REaD UK produces Death Certificate Folders for UK Registrars, which contain a FREEPOST tear off registration form, given to bereaved families.

### Leaflets

TBR leaflets are found in more than 5,000 key points throughout the UK. Distributed through a number of outlets such as funeral directors, hospitals, hospices, police family liaison officers, solicitor firms, charities, and Citizen's Advice Bureaux, each leaflet explains how the data will be used and includes a FREEPOST registration form.



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### **Government**

The integrity and success of our service is underlined by the fact that we are the only service of this kind to be supported by UK Government. We are listed on DirectGov, the public information website, [www.direct.gov.uk](http://www.direct.gov.uk), the Department of Health [www.dh.gov.uk](http://www.dh.gov.uk) website, signposted by the Information Commissioner Office and used by Departments in the Home Office, Department of Constitutional Affairs, Ministry of Defence and the Foreign and Commonwealth Office.

### **Call Centre and Website**

TBR has a dedicated call centre that operates 24 hours a day. The website offers online registration for individual consumers and for organisations working in the bereavement industry to register clients.

### **Third Party Data Sources**

Only third party data feeds of the highest standard are considered for TBR. These then pass through our stringent build and validation process before reaching the file.

For more information about TBR, pricing, a FREE data audit or any other products within REaD UK's portfolio, please contact the Business Development Team on 01732 460000 or [sales@read-uk.com](mailto:sales@read-uk.com)

*All information is correct of April 2010 and is subject to change without notice.*