

Email Validation Service Definition G-Cloud 15

Service Description

The above service is a cloud-based web service and API, which provides the following functionality:

- Checks that the email domain exists and can accept messages.
- Checks that the domain will accept messages for the individual mailbox.
- Suggests corrections for misspelt domain names.
- Suggests corrections for misspelt usernames.
- Identifies email addresses as personal, generic, free; allowing instant segmentation of data collected.

Levels of Validation

The service allows for 4 levels of email address validation as below:

Level	Description
Syntax	to check whether the email address is syntactically correct
MX	to check that there is an MX record associated with the email address
Server	to check that there is a real server attached to the domain
Address	to check that the email address exists on the email server, i.e., that it can receive incoming mail

The service is a global service and is initiating a real-time deliverability check, it is not referencing a database and offers 100% coverage globally.

Response Codes

The service returns a code indicating the status of the email address. This code can be one of the following values:

Response	Description
BLANK	The email address was blank
VALID	The email address has been confirmed as valid to the required level
INVALID	The email address has been confirmed as invalid
CATCHALL	The mail server accepts email for any addresses, so this address may be valid or invalid. The domain part is correct. Mail sent to this address will not result in a hard bounce but may result in a soft bounce. (Only available for Address Level validation)
GREYLISTED	The mail server uses an anti-spam technique that prevents a valid or invalid identification being made. Retrying the address a few minutes later may result in a more accurate result. (Only available for Address Level validation)
INCONCLUSIVE	The email address could not be confirmed as either valid or invalid due to an unexpected error.

Email Type Identification

The Email Type can be identified and returned as part of the response, which indicates which of the following categories the email address falls into:

Type	Description
Personal	the address is the personal email address of the user at their company.
ISP	the address is provided by the user's ISP
Free	the address is provided by a free email provider such as Hotmail
Generic	the address is a catch-all address at a company, such as sales@example.com
Disposable	the address is provided by a disposable email provider. The address may be valid now but will not be valid soon after.

Smart Suggestions

The service can be configured to make suggested corrections to the email address. The below are examples of suggestions that can be made from the service:

Input	Suggestion
example'outlook.com	example@outlook.com
example@gmail.co.uk	example@gmail.com
example@outlook.co.k	example@outlook.com
example@hotmail	example@hotmail.co.uk

A free-text description of how the email address has been corrected is also returned.

Demonstrations

The services can be demonstrated free of charge with no obligation to buyers so they can see the full functionality and benefits of the service and ask any additional questions. This is normally delivered via an online meeting at agreed dates and times.

- A demonstration can be arranged by the following methods.
- Telephone – 0151 355 4555
- Email – clientsuccess@data-8.co.uk
- By arranging via the Request a Demo link [Data8 Book a Demo](#)

Free Service Trials

We offer free trials to all potential buyers as below:

- 5,000 free credits for a period of 1 month

If on expiry of the credits or the 1-month period, there is the possibility that the trial may be extended by agreement between Data8 and the buyer.

A trial can be arranged in the following ways:

- Telephone – 0151 355 4555
- Email – clientsuccess@data-8.co.uk
- By arranging at the following link - [Data8 Free Trial](#)

Service Documentation

We maintain live up to date API documentation on the API reference section of our website.

Additional Integrations

We have a wide range of prebuilt integrations which include Microsoft Dynamics, Salesforce and Sage, additional information on these integrations can be found on the integrations section of our website.

Authentication

The JSON API also supports JWT authentication while the others support only username & password or API keys.

Business Continuity and Disaster Recovery

Data8 have built a highly available solution following industry best practice for both disaster recovery and business continuity. We have replicated our data centres, having two independent data centres that are corporately and geographically diverse.

Our procedures are driven by our ISO27001 system. We have policies on change management, capacity management, and redundancy planning. We have fully documented and tested business continuity plans. All of these are continually reviewed and improved through the ISO27001 program.

Service Availability

Requests from clients are automatically load-balanced across all the active data centres. If a data centre is detected as failed, it will quickly be removed from the DNS entry for `webservices.data-8.co.uk` so that clients stop sending requests to it and traffic is routed to an alternative data centre. We maintain live access to our uptime through a web page - <https://status.data-8.co.uk>

Dashboard

All our clients benefit from access to a live dashboard to enable effective service monitoring, which provides the following:

- Number of Lookups used; can be displayed by day, country and display response type
- Number of Lookups remaining
- Estimated date of expiry
- Number of lookups used by day
- Country where the lookups have been utilised
- Authentication Type
- Protocol Type
- Referrer Domain
- API Key
- IP Address
- Application Name

Statistics can easily be downloaded and exported as a .csv type file to allow implementation in excel etc., or pre-configured reports can be built and sent periodically as agreed.

Service Continuity

As defined in our Pricing Document, the service can be purchased through lookups on a credit-based lookup agreement. If a credit-based agreement is purchased, we have a number of steps in place to ensure continuity of service including email notifications and automatic top-up of service credits at agreed costs.

Backup and Restore

The service does not store any Buyer data, the only information that is stored is the date and time of a request that is made to the service.

Technical Support

Technical support is provided free of charge by phone, email ticketing or live chat facility Monday to Friday between the hours of 09:00 and 17:30.

Maintenance

All applications are run in a load-balanced environment, so servers can be removed from the pool for servicing and application of updates without any interruption to the service. This is done on a rolling basis so there is no impact on service availability through regular planned maintenance.

Where service will be impacted through some larger change, customers will be notified via email and the changes will be made outside of working hours, typically at weekends.

Operating system patches are applied on a monthly basis, while updates to our own services are done continually.

After Sales Support

All our clients benefit from a dedicated Account Management team; within the team, dedicated individuals are assigned to pro-actively manage the requirements of our clients. Additional members of the team are trained to provide the required cover during any holiday and sickness periods. Our Account Management team communicate effectively with our clients and their responsibilities include but are not limited to the following:

- Management of all aspects of services level agreements
- Providing advice on the most efficient and cost-effective way to deliver client requirements.
- Dealing with new requests that occur during a contract.
- Dealing with any client queries
- Ensuring all financial aspects are dealt with accurately.
- Keeping clients informed of the progress of all work that is being processed, providing progress reports where appropriate.
- Acting as the first point of contact for issue resolution
- Actively obtaining all information from clients which is required to deliver work effectively.

Training

Our services are simple to install and use, and we provide User Documentation and training by a combination of email, telephone, and online meetings free of charge.

Methods of Purchase

There are several ways that our services can be purchased, these are detailed in our Pricing Document.

Implementation and On-boarding

Step 1 - Assess

Assess where the service is going to be implemented and advise the buyer of the most appropriate method of integration. We provide free consultation with potential buyers via email, telephone, live chat, or online meeting.

The services can also be demonstrated free of charge with no obligation to buyers so they can see the full functionality and benefits of the service and can ask any additional questions. This is normally delivered via an online meeting at agreed dates and times.

All Service Documentation is made available on our website so buyers can access the appropriate documentation for their integration. We will provide any required assistance and advice regarding the most appropriate method of integration.

As we have several cost options which are detailed in the pricing document, we will also at this stage, discuss and advise the buyer of the most cost-effective method to purchase the service.

Step 2 – Integrate / Free Trial

The Service can be integrated in a free trial environment. We will provide the following free of charge lookups for the service to enable the buyer to access the service:

- 2,000 lookups for a maximum period of 1 month

We will provide support free of charge throughout the trial period by email, telephone, live chat, technical helpdesk, or online meeting.

The free trial can be set up here [Data8 Free Trial](#)

Step 3 – Confirm

Confirm the exact volume and services required. The details of which are subsequently provided on an Order Confirmation form by Data8 for approval by the buyer.

Step 4 – Ordering and Invoice Process

There are several ways that our buyers can purchase our services as follows:

Online Purchase

Buyers can purchase services online using our website. This involves initially registering on our site, which is a very straightforward process. Buyers are then able to select the services, which they require and review their purchase prior to final confirmation. Once the order is confirmed, the services are immediately made live, the invoice is sent electronically, and the On-Boarding process commences.

Order Confirmation Form

Buyers agree the exact detail for any services purchased, which we detail on a specific order form, which is sent to the buyer via email. Following acceptance of the order form, which is completed electronically, the services are immediately made live, and the invoice sent electronically.

Contract

A G-Cloud Call off Contract can be agreed, once this has been signed by both parties, the service will immediately be made available to the buyer.

Invoicing

We provide an electronic invoicing process; invoices can be sent via email to a designated email addresses and they are able to contain information requested from the buyer such as the purchase order number.

Step 5 – Implementation

Services are implemented and the purchased number of credits or licenses added for each of the services for the time agreed. The credits can be activated within a maximum of 24 hours of the Order being confirmed.

Off-Boarding

Off-boarding occurs automatically at the end of the contract period. At this point, the buyer will not be able to access the services. There is no additional charge for off-boarding, when the agreement expires, the service will cease to operate. No user generated data is stored as part of the service that will need to be returned.

Termination

If lookups are purchased then the contract automatically terminates on expiry of the lookups or after 12 months, whichever is the sooner.

Alternative termination rights may be agreed with the buyer.

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