

This is the Service Description for the Market Location service:

UK Business - Data Audit, Matching & Profiling

Business data degrades on average at a rate of approximately 30% per year. Inaccurate and irrelevant data in your business database will cost you time and money. This situation is totally avoidable by implementing a data quality strategy. By partnering with Market Location, you can have inaccuracies within your database identified and corrected, and enhancements made to the information you hold. The result is greater insight which in turn improves decision making - meaning better results.



When you select the Data Audit, Match and Profile service you will receive a customised 'health check' service. The service reviews, improves and enhances the business information you hold. Delivering better insight, improved planning, GDPR accuracy and accountability compliance and more revenue opportunities. It will help you better understand exactly what your information consists of, and what aspects can be improved. The process we undertake results in a Data Evaluation Report which highlights all the key dynamics of the data supplied. The Data Audit Process may consist of:

Evaluate: We conduct an initial evaluation of the data that you supply to us. Using intelligent software developed exclusively by and for Market Location, the initial activity involves 'normalising' the data, to ensure formatting is consistent and accurate.

Match: This next stage involves taking the 'normalised' information and comparing it against the Market Location UK Business Database – the process of matching. This involves comparing key elements of your data with ours, for example, postcode, telephone number and company name.

De-duplication: De-duplication is the process of removing records that are included multiple times within a client's database. It does not mean losing valuable data but ensuring that the information held on a business is in a consistent format that can be accessed as and when required.

Data Correction: Business records can be identified as incorrect for a variety of reasons. For example, they may have 'gone away' - where the business has ceased trading or changed address, the contact details have changed, or phone numbers are incorrect. This data correction activity highlights how improvements can be made by identifying specifically what areas of the database are incorrect.

The Data Evaluation Report will provide an assessment of the health, or otherwise, of the database – supplying figures to support what and where the errors appear. It also shows the impact of improving the data by illustrating the revisions across the database. The Report provides insight into the potential worth of additional activities.

Profiling and Analysis - Market Location clients find our Profiling and Analysis data solutions invaluable for a variety of business purposes including planning, workforce allocation and strategy. By profiling and analysing your existing database, we can uncover your key customers and their key characteristics. This enables focus of resources and reduces costs through wasted time. Profiling and analysis can enable you to allocate resources in a planned manner, concentrating only on profiles which match your criteria, improves planning and communication by enhancing understanding:



GDPR-Compliant UK Data Source

The business data source is our UK Call and Contact Centre. Request our *GDPR Compliance pdf* for the process details.

For Further Information or Ordering:

Contact Name:	Kelly Preston, Market Location Ltd	Office Telephone:	01926757208
Email Address:	ACM@marketlocation.com	Mobile Telephone:	07593584403

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Field Limitation for Service Provision

The service is provided for the following business data fields: Company Name, Address and Postcode, Telephone Number, Senior Decision Maker's Name and Position, Type of Business, Website Address (if available), New, Relocated, New Owner or New Branch Indicator, Date the Business was established, Number of employees and TPS/CTPS indicators.

Pricing

View our Pricing Brochure for full details of prices for this Data.

How to Order

Ordering is simple, contact us using the details below and we will guide you through the ordering process to get you swiftly onboarded.

Who might be a user of this service?



Public service organisations might want to use business data for planning purposes, to understand current trends and for so much more. Below is a list of examples of why public services might need to use Market Location's Data Audit, Matching and Enhancing Services:

- A council requires additional information on business rate payers,
- A government department wants to understand a single customer view,
- A government department or council wishes to identify companies that should be registered with the local authority or a public body,
- Or a government department or council wishes to identify particular business records that are no longer at a business address.
- A government department wants to understand current trends on the high street – how many businesses are opening and closing,

Who is Market Location?

With headquarters in Sutton Coldfield, Market Location are a part of the 118 Group and are the leading provider of B2B wholesale business data and marketing data solutions in the UK.

Market Location specialise in UK B2B wholesale business data and marketing data solutions. With over 50 years of experience in the database and direct marketing industry, Market Location have developed an in-depth understanding of data requirements and sophisticated database analysis techniques.

Whether the requirement is a bespoke data solution or a supply of business data for marketing – Market Location are the UK's leading provider of B2B data with their market-leading position built upon superior data quality and service, combined with marketing data expertise and innovative technology.

How do we source Business Data?

Market Location is the primary business data owner in the UK. We independently verify and collect business data in-house using our 70 seat call and contact centre based in Sutton Coldfield, making over 10,000 connected calls every day.



What services do Market Location provide?

The Market Location Database comprises of all the actively trading businesses in the UK and is widely recognised as the most up to date and accurate telephone researched database. Whether they are accountants, website designers, restaurants or multi-national head offices, we've spoken to them directly and confirmed their contact details and explained the purposes for holding their information.

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Data is at the heart of every good business decision – whether it's to understand who your customers are, where they are located, how best to communicate with them – Market Location has the expertise you need to make the best business decisions every time.

Business related information such as contact details, location and financial indicators, changes at a rate of over 30% every year. That means that everyday thousands of changes are occurring to businesses across the UK – so without due care and attention, the value of data can reduce significantly over time. The information that a business holds on its customers and prospects is one of its most precious assets, but it requires work, diligence and expertise to ensure it remains an asset and doesn't rapidly become a burden.

Key Database Characteristics:

- Full UK coverage
- 1.5+ million records
- 1.2+ million contact details
- 1+ million email addresses
- Fully telephone verified
- Range of SIC and Market Sector Codes
- 100% include telephone number
- Employee size – full coverage
- Financial information
- A range of supporting services such as Email Broadcast
- A range of premium data products including:
 - Specialist Decision Makers
 - Brand New Businesses
 - Businesses on the Move

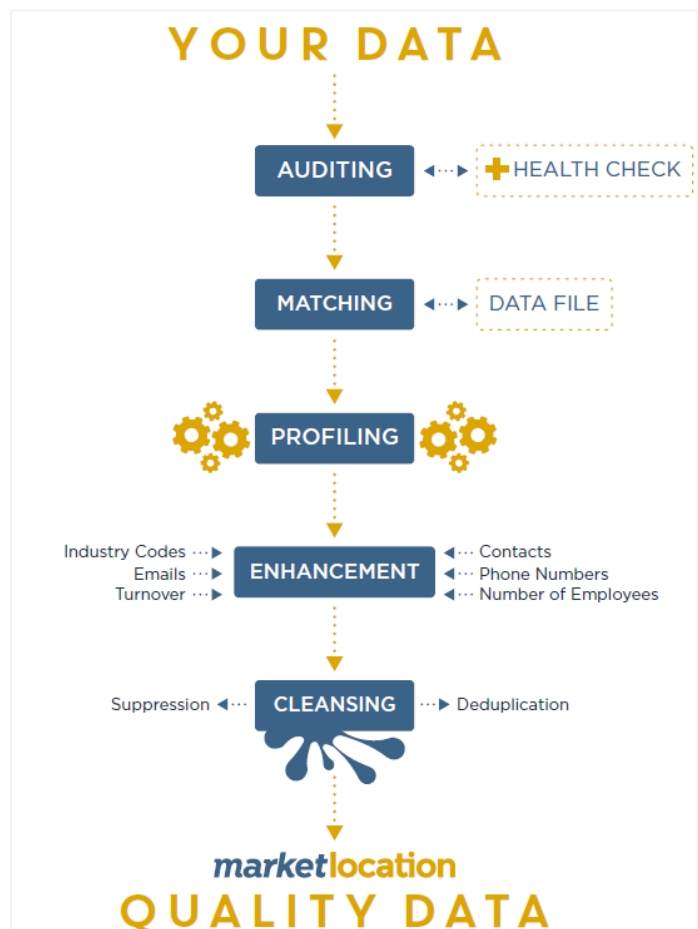
Data Quality is at the Heart of What We Do

The information that a business holds on its customers and prospects is one of its most precious assets.

However, business related information (such as contact details, location and financial indicators) is estimated to change at a rate of around 30% every year. That's hundreds of thousands of pieces of information that go out of date every day. In addition to the issue of declining data quality, there is also the problem that customer data is probably held across a variety of different systems, being input by a variety of personnel. This often results in data that is incomplete, inaccurate or duplicated.

Why does this happen?

Different areas of a business have different priorities - the information that is important for Finance is different from what's important to Sales. The result is a database that very quickly becomes unwieldy, difficult to manage and hard to benefit from. At Market Location we are dedicated to the process of updating, maintaining and growing our UK business database which can be leveraged to reduce these complex data quality issues.



Technical Requirements

Internet access is required.

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Onboarding and Offboarding Service

Getting started

To get customers started on using this service:-

- A Bizi web link is provided to customers with login details;
- Our Account Management Team provide phone and email assistance;
- In addition to provision of clear user guides;
- And onsite assistance can be provided as required.



End-of-contract data extraction

When the Contract ends, the licensed access to data by customers will terminate. Within three months of this date (in accordance with the Retention and Deletion Policy) all data relating to the customer installation will be removed. A Certificate of Destruction Certificate can be issued upon request.

End-of-contract process

Following contract termination, if further access to the data is required for customer processing then the data can be re-licensed.

GDPR Compliance



In terms of UK GDPR compliance, Market Location is an ISO27701:2019 Privacy Information Management certificated company and we warrant that the data supplied to a client has been collected and processed in accordance with the applicable Data Protection requirements; and that we have obtained all necessary consents, as required under Data Protection requirements, have an appropriate lawful basis for processing and have issued all necessary notices to data subjects to enable lawful transfer of the Data to a Client. See the Terms & Conditions for details.

Our Credentials

Market Location is a compliance led organisation and one way we evidence this is through our certificates, and professional membership. Our details are below:

ISO/IEC 27001: 2022 Certificate Cert No: IS 787528. Scope: 118 Group	Cyber Essentials Certificate Scope: 118 Group	PCI DSS Certificate	Data & Marketing Association Corporate Member	ISO/IEC 27701: 2019 Certificate Cert No: PM 787534 Scope: 118 Group
				
Last Revision Date: 26/06/25 Effective Date: 08/07/23 Expiry Date: 07/07/26 Verify Certificate: BSI link	Cert No: 28eda62c-0e03-4f3d-88f3-9591e1e233da Date of Certificate: 19/12/2025 Verify Certificate at link	Last Certified: 12/06/25	Membership Last Renewed: 12/06/25 Membership No: 8218466804 Verify Membership here .	Last Revision Date: 23/05/25 Effective Date: 27/03/26 Expiry Date: 26/03/29 Verify Certificate at BSI link

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