

# Capita Data Management with Email Append & Validation

Service Definition

G-Cloud 15



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## 1 Overview

Capita's Email Append service enhances customer records by validating & appending email addresses sourced from trusted financial data. It is designed for public sector bodies and organisations that need accurate, consented information to improve communication and engagement.

The service matches customer details against high-integrity financial sources to identify email addresses linked to the individual. Each email undergoes syntax and format checks, followed by real-time SMTP validation to confirm the mailbox is active and usable. All appended data is matched at name and address level, ensuring the highest quality assurance that the email belongs to the correct person.

A two-phase verification process confirms that appended email addresses are live and usable. Where multiple matches exist, more than one email address may be returned, providing flexibility for outreach. All data is sourced from consented credit bureau records and processed in line with GDPR and public sector data standards.

By supplying accurate, validated email addresses, this service helps organisations reduce failed contact attempts, improve engagement, and maintain compliance. It supports efficient communication for reminders, notifications, and service updates, ensuring outreach activities are based on reliable and up-to-date information.

## 2 Service Features

1. Real-time email validation with SMTP active mailbox ping
  2. Data sourced from trusted financial institutions
  3. Syntax and format checks for all email addresses
  4. Name and address-level matching for accuracy
  5. Multiple email matches returned where available
  6. Compliance with GDPR and consented credit bureau data
  7. High-quality assurance for appended email information
  8. Live snapshot from credit bureau data
  9. Verification flags included in all results
  10. Two-phase validation for usability and accuracy
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### 3 Service Benefits

1. Improves debtor contact rates with validated, active email addresses
  2. Enhances citizen engagement through reliable digital communication channels
  3. Reduces outreach costs by minimizing failed email attempts
  4. Supports compliance with GDPR and public sector data standards
  5. Facilitates recovery of unpaid bills and arrears via better reachability
  6. Strengthens service delivery for housing, council tax, and benefits
  7. Enables proactive communication for reminders, notifications, and urgent updates
  8. Improves efficiency in digital campaigns for public services
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## 4 Service Scope

This service includes a managed data enrichment program delivered on a project-by-project basis. Data will be provided for each project in the agreed format and upload files via secure transfer methods such as SFTP, ensuring compliance with ISO/IEC 27001. All data is securely stored in the UK, and the service complies with industry security standards.

No additional software installation is required.

Flexible scheduling for uploads and confirmation of receipt is provided by our client relationship team, who provide support during our standard working hours (Monday–Friday, 9am–5pm). This includes support for general or technical queries.

Pricing operates on a tiered rate card aligned to volume and service type.

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## 5 Disclaimer

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