



# Industry Leading Data Email Compilation and Sourcing

## Reach your ideal audience across channels

Claritas is the Nation’s leading owner and compiler of third party permission opt-in email address data. All Claritas email programs meet or exceed the “Controlling the Assault of Non Solicited Pornography and Marketing Act of 2003, S-877” aka “CAN-SPAM Act of 2003.” As such, each consumer email address in our database has opted in to receive third party offers with each opt-in fully traceable to the date and place of the action as required by the law.

## Sourcing & Validation

Our partners who contribute data to us must pass a rigorous vetting process to enable their data to be included in our database.

## Data Sources Include

Automotive Sites, Social Sites, Catalog, Retail, Consumer Value Clubs, Entertainment Ticketing, Electronics and Hi-Tech, Financial, Hospitality, Job Seekers, Publishing, Technology, Telecommunications. ISPs, eCommerce, Co-Registration, Consumer Value Clubs, Health and Medical and others.

Claritas works with over 20,000 partnering websites where our collection of opt-in information is generated. These partners span across multiple business and consumer categories ensuring our solutions have the ability to deliver optimal scalable and targeted reach marketers need. Examples of the types of partners include:



...ing for people like them and may receive notifications of

...profile information for the purposes of providing our services to you, such as to analyze demographics, to better personalize our various offerings for you and other Members, and to enable other Members to find your profile. We also use your email address to communicate with you about the Site and its features. From time to time, we may share your email address (and/or other personal information) with third parties for marketing purposes. You can opt out of having your email address shared with third parties for marketing purposes by sending your request by mail to Customer Experience, Inc. Inc., 101A Clay St. Box #117, San Francisco, CA 94111 or by submitting your request online at https://support.tagged.com. In addition, we may share your email address with third parties to target advertising and to improve your user experience on the Site. We also may use the email addresses that are in your address books, or that you otherwise provide, to invite your friends to join the Site, as detailed in the Invitations section below.

Information That You Share When You Use Our Sites

When you use our Site, we store certain information that you may actively or passively share or disclose, including your Member ID, name, location, email address, photos, videos, friend connections, incoming and outgoing messages, incoming and outgoing comments and login information. When you visit particular pages within a Site, you may be allowed to customize features on those pages and we may keep track of your customized preferences. We also use various technologies to remember you and create a more personalized experience for you on the Site, as detailed in the Clickstream Data, Cookies and Other Technology section below. We also track your use of the Site, including the pages that you visit once you sign in, how much time is spent on each page, features that you click on and other behavior. We use this information to improve our site and may also share this information with third parties for the purposes of enhancing

- We use your profile information to improve our services.
- We use your email address to communicate with you.
- If you import your email address book, we may use the email addresses that are uploaded to invite your friends to a Site.
- We store the information that you post or share on the Site.
- We track your behavior on the Site so that we can use the information to improve our Site. We may also share aggregated versions of this information with advertisers.
- We receive information from the computers and servers that you may use when accessing our Site.

**Hurry To Claim Your Spot!**

Title:

First Name:

Last Name:

Address:

Apt./Suite:

Zip Code:

Email:

Home Phone:

I certify that I am a US Resident over the age of 18, agree to the Terms & Conditions and to receive marketing messages from our Marketing Partners. By checking on this box I agree to receive daily job alert emails from JobPanda.com

**Continue**

Traveler responsible for port taxes of approx. \$41.00 per person and \$17.20 per person for port service fees and costs associated with discharge, line handler, harbor master, pilotage, tug boat, terminal, stevedoring, customs and immigration (on board), security, guards and other cruise line expenses. Traveler also responsible for gratuities, incidentals, and transportation to and from award destination. The MV Bahamas Celebration reserves the right to charge an additional fuel supplement of up to \$5.00 per person per day on all passengers, to be collected at time of embarkation without prior notice, in the event that the price of light sweet crude oil according to the NYMEX (New York Mercantile Exchange Index) is greater than \$40.00 per barrel of oil. Limit one cruise per household and family. BY ENTERING THIS PROMOTION YOU EXPRESSLY REQUEST A RETURN TELEPHONE CALL FROM COAST TO COAST ON BEHALF OF CARIBBEAN CRUISE LINE (CCL) AND AGREE THAT COAST TO COAST MAY CONTACT YOU BY TELEPHONE, EMAIL OR MAIL FOR THE PURPOSE OF PROMOTING THIS FREE ROUND-TRIP CRUISE FROM WEST PALM BEACH, FL TO NAZSAU, BAHAMAS. YOU EXPRESSLY WAIVE ALL FEDERAL AND STATE NO-CALL REGISTRY PROTECTIONS FOR THE PURPOSE OF

For more smarter omni channel campaigns, please contact us at **800-234-5973** or visit **www.claritas.com**



## Data Validation and Hygiene

- Validate the email prefix conforms to syntax standards of the given domain
- Validate the domain is current and accurate
- Validate the email is linked to the correct name and postal
- Search Known-Deliverable email database to assign probability score for deliverability
- Apply profanity filtering
- CASS certification
- All 3rd Party sources maintain clear and explicit permission to receive messages from Marketing Partners
- All of the data in the AWI DB is self-reported and 100% opt-in and 100% CAN-SPAM compliant.
- All emails are fully traceable to date and place of opt-in
- Rigorous data hygiene processing between 100 million and 300 million records monthly to add new data, identify change of address and change of email, plus delete opt-outs.

Millions of records are processed monthly to update our files. We cross-check names and allow only emails with valid postal addresses — not P.O. boxes or unmailable addresses. We both flag an unsubscribe email as well as remove consumers at the individual level within our database to ensure ongoing removal.

## Highest Quality

The Claritas source data file of over 750 million records produces multiple databases of extremely high quality each address carrying an opt-in to third party permission. All records are traceable to date and place of acceptance by the addressee.

### Active Email Database

B2C database consisting of individuals each with up to three email addresses each. It is complete with full name, self-reported phone, postal address, IP address and Device ID. All records have been verified within the past 14 months. B2B database consisting of individuals at their business addresses. Each record is complete with full name, phone, company name, postal address, industry category, revenue range, departmental select, IP address and Device ID (AWID).

### Known Bounce Database

Each email address in this 101 MM record database incorporates an inactive email address or ones that have been reassigned to another user. It is complete with full name, self-reported phone, postal address, IP address and Device ID.

### End-dated Email Database

These 450 MM email address records are either dated or contain incomplete phone, postal or IP address information. Used in a variety of ways, this data can have a significant impact on addressable links, verification and validation scoring.

## Claritas: Transforming the Way Companies Engage their Best Customers

Founded in 1971, Claritas has assembled one of the industry's most robust identity graphs encompassing a proprietary data set of 95 million U.S. households and reaching more than 400 million devices. The Claritas Identity Graph is just one of Claritas' leading-edge data and technology tools that allow our clients to **identify** their best customers, **deliver** campaigns to those customers when and where they want to be engaged and **optimize** those engagements through marketing performance measurement. With powerful data, trusted partnerships, and an expert analytics team, Claritas provides the why behind the buy that is the key to selling smarter and maximizing marketing ROI.



For more information about smarter campaign execution, please contact us at **800-234-5973**



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