MSLA International Latinamerican Lists	*Data Quality Policy*

Overview

This document is for exclusive use by MSLA.

Version	Description [or description of changes]	Author	Creation date	Approved by	Date approval
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1. Introduction

The purpose of this document is to describe the steps to ensure data quality.

2. Process description

Within the data management process, it will be a duty of the company to validate the following attributes of information quality:

- **Accuracy.** Accuracy means that the data is error-free (arithmetic and grammatical).
- **Complete.** The data provided to consumers must be complete and meet all their needs.
- **Opportunity.** Let know if these are available when required.
- **Relevance.** Important data is presented to end users for decision making.
- **Ease of use.** They must be understandable and structured.

In order to meet the attributes of quality of the information, the following activities are carried out:

a) **IDV Services:**

1. **Application monitoring.** All APIs must have a monitoring panel and the necessary support to solve possible incidents.
   Metrics:
   - Numbers of service interruptions/month
   - Average response time/month

2. **Data tests.** Periodically a set of tests (sample) will be made to validate the source information, it is expected to obtain the requested data.
   Metrics:
   - Number of failed tests. The error should be checked for correction.
   - Type of requests: synchronous vs asynchronous.
   - Latency: only calls within 3 seconds of response will be considered as valid.

3. **API security.** Through running active (dynamic) tests against each source API endpoints.

   Metrics:

   - Sending a request to the REST API endpoint that includes SQL Injection

b) **Data Prospecting and Enhancement Services:**

- Data will be held in as few places as necessary. Staff should not create any unnecessary additional data sets;
- Staff should take every opportunity to ensure data is updated. For instance, by confirming a customer's details when a telemarketing agent do the control call;
- MSLA will make it easy for data subjects to update the information we hold about them. For instance, via the company website;
- Data should be updated as inaccuracies are discovered. For instance, if a customer can no longer be reached on their stored telephone number, it should be removed from the database: and
- It is the marketing manager's responsibility to ensure marketing databases are checked against industry suppression files every six months.
- All datasets will be qualified previously using our Data Cleaner tool in order to analyze the quality of the data obtained, with the ability to find patterns and monitor data values. It is built to be able to handle small and large amounts of data. It is possible to design our own data cleaning rules and compose them in multiple different scenarios or target databases, these rules can be: search and/or replace rules, regular expressions, pattern matching or completely custom transformations.

3. Waivers

Waivers from certain policy provisions may be sought following the MSLA International Waiver Process.

4. Enforcement

Personnel found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.