

Anonymised data

Simpler | Better | Safer

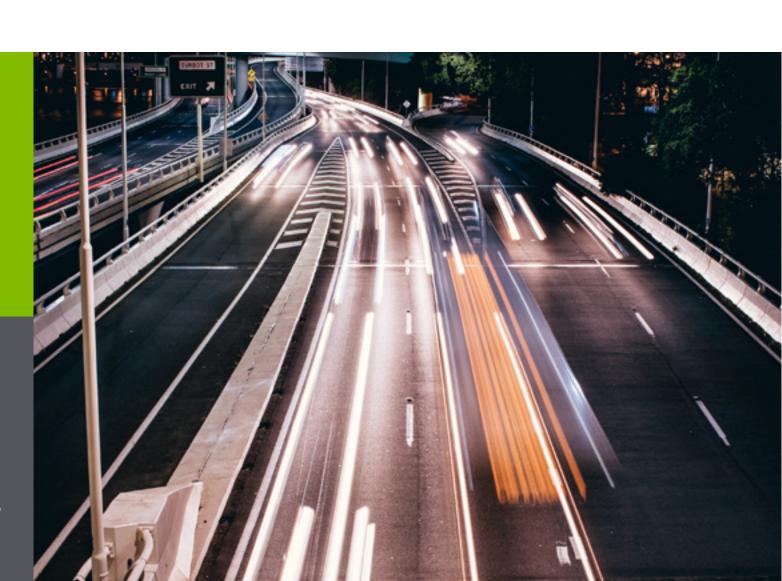


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Anonymised data

The anonymised data set is primarily used for marketing purposes and consists of vehicle identifying information which gives make, model and a partial postcode etc. There are 30 fields in each record and these fields cannot be broken down to suit individual requirements.

Vehicle Registration Number (VRN) and Vehicle Identification Number (VIN) are not included in this data set. The partial postcode is shortened to five characters (SA06 7), and further reduced to district level (SA6) where the vehicle is not a saloon, is more than ten years old, there are fewer than 1,000 models on the agency's database, or the postcode has less than 320 delivery addresses. The data is supplied via CD-ROM and DVD and the discs are encrypted and despatched using a secure delivery service.

Customers receive:

- monthly keeper change data
- quarterly updates at the end of July, October, January and April, and
- a password sent at the beginning of each month by email.

The data is released under Regulation 28 of the Road Vehicle Regulations 2002, where the Secretary of State (DVLA) may sell information to such persons as the secretary sees fit. For such a price, on such terms and subject to such restrictions, and if the information does not identify a person or contain anything enabling any person to be identified.

Anonymised data is not limited to cost recovery only, but DVLA can add a surplus. The surplus should reflect the risk involved in producing and releasing the data, but should not exceed 15% (Her Majesty's Treasury guidelines). Anonymised data has a 5% surplus.



Data fields included in the anonymised data set:

Field number	Name
1	Make code
2	Model code
3	Make in full
4	Body type
5	Colour code
6	Engine size
7	Seat capacity
8	Propulsion code
9	Wheel plan
10	Current tax class
11	Current licence period
12	Previous licence period
13	Date of first registration
14	Date of export
15	Date of scrapping
16	Date of Manufacturer
17	Cherished transfer marker
18	Import marker
19	Kit Built marker
20	Rebuilt marker

Field number	Name
21	Current keeper title code
22	Current keeper partial postcode
23	Current keeper date of acquisition
24	Previous keeper title code
25	Previous keeper partial postcode
26	Previous keeper date of acquisition
27	Previous keeper date of disposal
28	Number of previous keepers
29	Gross weight
30	CO ₂

Alternatively, you may be able to get the data you require from one of the companies we currently supply data to.

Please contact them directly for information on products and prices.

Find out about DVLA's online services

Go to: www.gov.uk/browse/driving



Carweb

Suite 201 26 Kings Hill Ave Kings Hill West Malling ME19 4AE

Contact point: Helen Sigward/

Leon Piscina

Phone: 03333 704 666 Email: sales@carweb.co.uk

Experian Ltd

Embankment House Nottingham NG80 1EH

Contact point: Neil Bell/

Joanne Eames

Phone: 0115 968 5037/

07792 354 601 Fax: 0115 968 5003

Email: dvladata@uk.experian.com

GMAP Analytics

Nexus – University of Leeds Discovery Way Leeds LS2 3AA

Contact point: Jonathan Moore

Phone: 0113 306 1585 Email: info@gmap.com

IHS Markit

Verulam Point Station Way St Albans AL1 5HE

Contact point: Jon McCausland

Phone: 01727 733 777

Email: jon.mccausland@ihsmarkit.com

SMMT Ltd

71 Great Peter Street London

SW1P 2BN

Contact point: Martin Taylor/

Tim Bruin

Phone: 020 7235 7000 Email: data@smmt.co.uk

Urban Science International

The Blade Urban Science 12th floor Abbey Mill House Abbey Square Reading RG1 3BF

Contact point: Meho Macic Phone: 01189 035 337 Fax: 01189 035 301

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Document is also hosted online here:

www.gov.uk/government/ publications/anonymised-dataset-information-for-vehicle-buyers

