



# Anonymised data

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Interactive document  
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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                       | Field number | Name                                |
|--------------|----------------------------|--------------|-------------------------------------|
| 1            | Make code                  | 21           | Current keeper title code           |
| 2            | Model code                 | 22           | Current keeper partial postcode     |
| 3            | Make in full               | 23           | Current keeper date of acquisition  |
| 4            | Body type                  | 24           | Previous keeper title code          |
| 5            | Colour code                | 25           | Previous keeper partial postcode    |
| 6            | Engine size                | 26           | Previous keeper date of acquisition |
| 7            | Seat capacity              | 27           | Previous keeper date of disposal    |
| 8            | Propulsion code            | 28           | Number of previous keepers          |
| 9            | Wheel plan                 | 29           | Gross weight                        |
| 10           | Current tax class          | 30           | CO <sub>2</sub>                     |
| 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             |              |                                     |

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.

**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  
12<sup>th</sup> floor  
Abbey Mill House  
Abbey Square  
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RG1 3BE

Contact point: Meho Macic  
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Document is also hosted online here:  
[www.gov.uk/government/  
publications/anonymised-data-  
set-information-for-vehicle-buyers](http://www.gov.uk/government/publications/anonymised-data-set-information-for-vehicle-buyers)

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