



MARKETING DATA LICENCE AGREEMENT

This Agreement is made between:

	"Experian"	"Client"
Full company name	Experian Limited	Public Health England
Registered Office <i>(or, if applicable, principal place of business)</i>	The Sir John Peace Building Experian Way NG2 Business Park Nottingham NG80 1ZZ	Wellington House 133-155 Waterloo Road London SE1 8UG
Company number, if applicable	653331	

This Agreement shall comprise the following:

- (i) This signature sheet; and
- (ii) The attached Schedule ("the Schedule") and any Appendices to the Schedule; and
- (iii) Experian's Marketing Information Services (MIS) Terms and Conditions which are available at www.experian.co.uk/msg-legal ("the Terms and Conditions")

The Client acknowledges that it has read, understood and stored a copy of the Terms and Conditions and agrees to be bound by them as varied by the Schedule attached. The date of this Agreement shall be the latest date of signature below.

	Experian	Client
Signature of authorised signatory		
Name	Don Xu	Jem Rashbass
Position	COMMERCIAL MANAGER	National Director for Disease Registration
Date	10 th April 2017	30th March 2017

SCHEDULE

SECTION 1: CONTRACT INFORMATION

SERVICES	
<p>The provision by Experian of the Experian Data, as indicated below, for the Client's own internal use at the Client's premises for the Permitted Purpose, or as further described in the Services Description Appendix.</p> <p>The Services cover the following Territory: <i>England</i></p>	
<p>PROSPECTING DATA: comprising the variables listed in Appendix 1A to this Schedule.</p> <p>CONSUMERVIEW</p> <p>The Special Terms and Conditions relating to ConsumerView Data as set out at www.experian.co.uk/msg-legal shall apply.</p>	<input type="checkbox"/>
<p>EXPERIAN SEGMENTATION DATA: comprising the variables and volumes listed in Appendix 1B to this Schedule. The volume stated in Appendix 1B is the maximum number of records that may be coded with the Experian Data.</p> <p>MOSAIC</p> <p>FINANCIAL STRATEGY SEGMENTS (FSS)</p>	<input checked="" type="checkbox"/> <input type="checkbox"/>
<p>OTHER: comprising the variables listed in Appendix 1C to this Schedule.</p>	<input type="checkbox"/>
<p>(The variables listed in Appendices 1A, 1B and 1C shall collectively hereinafter be referred to as "the Variables")</p>	

TIMING AND DATES	
Commencement Date:	31 st March 2017
Live Date:	31 st March 2017
Initial Term:	the period from the Commencement Date until the date which is 1 year after the Commencement Date.
Minimum Notice Period:	3 months to expire on the last day of the Initial Term or any subsequent anniversary of that date

SECTION 2: FEES

FEES (all fees are payable annually in advance on the Commencement Date and on each anniversary of the Commencement Date, and are exclusive of VAT)	
PROSPECTING DATA	N/A
EXPERIAN SEGMENTATION DATA	£47,400 per annum
OTHER DATA	N/A
TOTAL	£47,400 per annum
<p>The above annual licence fee entitles the Client to use the Experian Data to contact individuals up to a maximum of the Annual Volumes during the Term. For the avoidance of doubt, the Client shall not be entitled to any refund in respect of any annual licence fee if the Client does not meet the Annual Volumes during the Term.</p>	

SECTION 3: FURTHER CONTRACTUAL PROVISIONS

PERMITTED PURPOSE
The internal business purposes of the Client and/or any Additional Users (as the case may be) in connection with the Client Products in the Territory and not in any event for the provision of any bureau services to any third parties other than to any Additional Users (if applicable) and not in any event for the purposes of promoting, marketing or advertising (or similar activities), either directly or indirectly, any products or services other than Client Products.

IDENTITY OF ADDITIONAL USERS
Not applicable
NATURE OF ADDITIONAL USER RIGHTS
Each of the rights identified below:
The right for the Client to use the Services on behalf of the Additional Users <input type="checkbox"/>
The right for the Client to make the Services available to the Additional Users <input type="checkbox"/>

THIRD PARTY DATA	
Pursuant to Clause 14 of the Terms and Conditions, the Client agrees to comply with the licence terms of the following third party data suppliers, as applicable:	
CENSUS DATA	<input checked="" type="checkbox"/>
ORDNANCE SURVEY DATA	<input checked="" type="checkbox"/>
ROYAL MAIL POSTCODE ADDRESS FILE ("PAF") DATA	<input checked="" type="checkbox"/>
ROYAL MAIL NATIONAL CHANGE OF ADDRESS ("NCOA") LICENCE TERMS	<input checked="" type="checkbox"/>
The licence terms of the above-named third party data suppliers are available at www.experian.co.uk/msg-legal	
NAVTEQ DATA (subject to Navteq's copyright in the data)	<input checked="" type="checkbox"/>
OTHER	<input checked="" type="checkbox"/>

SERVICE DESCRIPTION APPENDIX

Provision of Mosaic Public Sector data, at Person level, for England

APPENDIX 1A
CONSUMerview DATA VARIABLES

N/A

**APPENDIX 1B
EXPERIAN SEGMENTATION DATA VARIABLES AND VOLUMES**

Provision of Mosaic Public Sector data, at Person level, for England

**APPENDIX 1C
OTHER DATA VARIABLES**

*** END OF SCHEDULE ***