

TrueTrace™

For Elections Assistance Commission

Frequently asked questions



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What data sources are used in TrueTrace?

Experian® aggregates data furnished by financial institutions and other entities that report data to our core credit bureau, alternative finance bureau (Clarity) and rental payments bureau (Experian® RentBureau®). We also include data from consumer marketing sources, third-party data suppliers and the National Change of Address (NCOA^{Link}®) file. These data assets are linked to unique consumers and made available through our TrueTrace™ skip-tracing tool for several uses that meet Graham-Leach-Bliley (GLB) exceptions.

How does Experian designate the Best Address?

Experian® data includes multiple addresses for most U.S. consumers, which reflects their activity for more than 20 years. We use a proprietary matching algorithm that incorporates the recency and frequency of furnishing. It also prioritizes certain data sources and types of furnishing over others. The Best Address represents the address where the consumer is most likely to be reached. Often, this will match their residence; however, we don't verify residency.

Does Experian match on each input field?

Our matching algorithms leverage all input fields (name, address, optional date of birth [DOB], and optional Social Security number [SSN]) to make a highly probabilistic match based on data that Experian® has on U.S. consumers. It's possible to match using components of the input without current/exact matches on each input field. Many consumers have multiple values on file for name, address and DOB.

Can Experian match on partial SSN?

No. While SSN is not required, it can be helpful to include for matching performance, if available. If so, we do require the full SSN. We don't incorporate the last four digits in matching.

Can Experian match on partial date of birth?

Yes, Experian® can use either full date of birth (DOB) or year of birth. When available, please provide full DOB for most accurate matching.

What does Update Date mean?

Update Date indicates the last time a furnisher reported this address for a given consumer. More recent dates are favorable indicators of it being an actual current address.

What does Reported Date mean?

Reported Date indicates the first time a furnisher reported this address for a given consumer. More recent dates are favorable indicators of it being an actual current address. For data with an episodic nature (e.g., most alternative finance, most collection trades, marketing sources), the Reported Date will match the last Update Date. For recurring trades, such as credit cards

and installment loans, a reported date will be followed by regular updates through the life of the trade remaining active.

Is the Best Address a residential or mailing address?

Experian® data furnishers don't consistently designate residential versus mailing (when different). As a result, some consumers will have post office boxes as their Best Address. Experian may also have a recent physical address for that consumer that can be obtained using web portal searches. We recommend using the Report and Update Dates as reference points on post office boxes.

Is the Best Address formatted for mailing and/or confirmed as deliverable?

Experian® conducts an address standardization process upon loading addresses. This should correct most formatting errors that can lead to mail being undeliverable to valid, deliverable addresses. However, some rural addresses may be formatted correctly but aren't delivered to by the postal service. Experian is in the process of testing a deliverability check enhancement. Please ask for details if this is of interest.

What are the address result codes?

Experian® returns three important values in the address result code field (N, M, V):

- N: Experian can't identify that consumer using input information, also referred to as a "no-hit" on our database.
- M: Experian has identified the consumer and the Best Address is a new, potentially better address for that consumer.
- V: Experian has identified the consumer and the input address matches the best address Experian has associated with that consumer.

How are the optional input fields used in TrueTrace?

There are a few optional fields available on input that may enhance your results:

- Date of birth: Improves matching ability, particularly with household members that have similar names.
- Social security number: Improves matching ability, when provided in full.
- Phone number: If users select a search that returns phone results, this will dedupe on the input phone number. This means that you will not receive or be billed if Experian® does not have alternate phone numbers for that consumer, other than the one input.

How are NCOA^{Link}® results incorporated in the batch results?

If the NCOA^{Link}® option is selected during implementation, Experian® will include any available NCOA^{Link} results found for the input consumer in a discrete set of columns labeled as NCOA^{Link} results. Experian also uses the NCOA^{Link} as a data source in the TrueTrace product. This

means that the NCOA-labeled fields will often match the Best Address result. There will be consumers where Experian identifies an address that's more likely to be the current Best Address for the consumer. In this case, the output will include different Best Address and NCOA^{Link} results.

What is a typical percentage of M (new address) results?

Results can vary widely by entity. Several factors that influence new address rate include prior uses of data to update records, quality of input data (such as presence of date of birth) and geographic locality (urban dwellers tend to move more than rural or suburban). An expected range of "M" results is 10%–20%.

What searches are available in the web portal?

Within the web portal, you may see several available searches depending on permissions:

- Best Address: This will return the single best address associated with an input consumer from Experian[®] data.
- Premier Phone: Returns up to six phone numbers associated with input consumer from Experian data sources.
- Best Address and Premier Phone: This includes both address and phone results.
- Cell Phone Only: This is a phone search that returns only phones of a wireless/cell line type.
- Comprehensive: This search offers a deeper history of contact information, including multiple addresses and all available phone numbers. It also includes names of likely household members. Data is sourced from the credit file only.

What delivery methods are available? Can TrueTrace be integrated into other election contact management systems?

Experian[®] offers three methods for delivery of TrueTrace: batch files, real-time web portal and real-time web services. Most usage is done in batch due to the ability to quickly process large volumes of records. It may be possible to program connectivity for existing software. If interested in learning more about use of web services, please contact an Experian account executive.

Does TrueTrace return deceased information?

TrueTrace batch doesn't scan for deceased individuals. The Comprehensive search in the web portal will indicate if a consumer is found as deceased on the Social Security Administration's (SSA) DeathMaster file. Experian® offers a complementary batch product that scrubs for deceased individuals found on the SSA DeathMaster file. Please contact an Experian account executive for more information.

Does TrueTrace include latitude/longitude information?

TrueTrace does not return latitude and longitude coordinates at this time. However, Experian® offers a complementary service that can append coordinates for address results. Please contact an Experian account executive for more information.