



Conditions for Direct Marketing using our databases.

GENERAL CONCEPT

Contactable Record is one whose identification field (Names and Surnames) matches the contact field.

Therefore, a Non- Contactable Record is one whose identification field (Names and Surnames) does NOT match the contact field.

STATUS

OUTBOUND TELEOPERATION (TLO)

Contactable Record is one whose identification field (Names and Surnames) matches the contact field. To recognize that a Record is Non- Contactable , the client must issue the Management Report with their respective contactability status for each record delivered, the statuses to identify are:

Contactable Records :

- Answer and Accept Offer
- Answer and do not accept Offer
- Recorder
- You are on vacation
- Scheduled
- A message was left with a third party
- Not Here, Not Found
- Call Later
- You are traveling
- No Answer
- Busy

Contactable Records :

- Wrong Number
- Doesn't Live There
- Does not work there
- Deceased
- Moved
- Fax
- Temporarily Disconnected

DIRECT MAIL

Contactable Record is one whose identification field (Names and Surnames) matches the contact field. To recognize that a Record is Non- Contactable , the client must issue the Management Report with their respective contactability status for each record delivered, the statuses to identify are:

Contactable Records :

- Piece Delivered with Acknowledgment of Receipt
- Piece Delivered without Acknowledgment of Receipt
- Part Not Delivered because the Recipient is Not Found (In the event that the person does live or work in the place, but is not there at that time)

Contactable Records :

- Piece not delivered due to wrong address due to:
- The person does not live there
- The person moved
- Non-existent Address

EMAIL MARKETING

Contactable Record is one whose identification field (Names and Surnames) matches the contact field. To recognize that a Record is not Contactable , the client must issue the Management Report with their respective contactability status for each record delivered, the statuses to identify are:

Contactable Records :

message Sent : Message Sent.

Message Open: Messages Open.

Hard Un subscribe: Information from the recipient of the Email indicating that they have been disabled to receive future contacts through this channel.

Soft Un subscribe: Message received by the recipient requesting that it be removed from the Database.

Mail box Full: E-mail delivery statistics failed by Inbox full.

Contactable Records :

Hard Bounce : Statistical report of failed shipments by:

- Bad Mastery
- Bad Mailbox
- Inactive Mailbox
- Unknown Delivery Error
- This service only applies to those that are sent from our servers. (Not private contracted servers.)

SMS

Contactable Record is one whose identification field (Names and Surnames) matches the contact field. To recognize that a Record is not Contactable , the client must issue the Management Report with their respective contactability status for each record delivered, the statuses to identify are:

Contactable Records :

- Shipping carried out effectively
- Submission made without response as to whether it was effective or not

Contactable Records :

- Send failed for:
- Non-existent phone
- Wrong recipient

CONTACTABILITY GUARANTEE

professionals Consulting VD SA has two (2) ways to channel Non- Contactable Records , these are:

- Data Replacement: Professionals Consulting VD SA delivers a Database, at no cost for the same number of records that were reported as Non- Contactable

Thus guaranteeing 100% contactability in the Database, provided.

- Credit Note: Professionals Consulting VD SA issues a Credit Note for the amount of Non-Contactable Records guaranteeing at least 50% contactability of

The Database, supplied.

If you want us to contact one of our Strategic Allies that have the technological Structure for the development of Teleoperations , please let us know and we will put you in contact.

Note: (*)

1) It is important to note that Professionals Consulting VD SA has up to 60 business days, from the Delivery of the Management Report by the party.

2) The statuses "Cannot be contacted", "No Answer" and "Busy" will be considered as NON-CONTACTABLE in the event that 4 teleoperation sweeps have been carried out on the lot and are effectively demonstrated together with its Operational Report.

However, this is for all phones issued, not a particular line item.

In other words, the complete telephony must be traversed in order to classify it as non-contactable .

The contactability of each record is measured based on the contact, that is, if the contact is via email, that record is classified as contactable . Likewise, in the case of telephony, if it is possible to contact via email or by one of the telephones, this record is considered Contactable . (*)

3) Professionals Consulting VD SA; reserves the right not to provide the service in the event that "THE CLIENT" does not meet the necessary documentation requirements.

4.) Once the payment is made, only the database(s) is delivered. by obtaining the certification of our administrative area of the release of funds.

5.) The delivery of the same takes up to 48 hours (Business days), after the payment is certified, depending on the complexity of the data (Segmentation, Geolocation, Normalization).

6.) All delivery of Segmented and Classified DATA (databases) has a guarantee of segmentation or classification, as long as the error is made in the classification or segmentation by Professionals Consulting VD SA, however this has a period of time, to be returned as wrong on our part in segmentation or social classification, this will have a maximum of 7 business days to be returned by the client and / or reviewed or reclassified once sent by you to be replaced or reclassified or to make a segmentation again but always on the initial requirement, not for a new one, the guarantee will be covered on that same date.

And up to 50% contactability , that is, if the contactability drops below 40%, it will be replaced by the number of records that balance it.

And it could be in other countries, states, municipalities, communes or cities, but with the same profile as the initial request.

7.) A record is Contactable when any of the numbers provided or email is the method to locate its correct holder, that is, the person or company requested or delivered.

- If one of them is correct, the record is Contactable and therefore correct.

contactable records :

- Wrong Number
- Doesn't Live There
- Does not work there
- Deceased

- Moved
- Fax
- Temporarily Disconnected
- Wrong email.
- Email inactive.
- That domain (email) does not exist.
- Understanding that a record is not Contactable if none of these means of communication has responded or the response has been wrong, being defined as not belonging to the company or the consumer (natural person).
- It should be noted that Professional Consulting VD SA reserves the right to randomly test the records that are returned as uncontactable , to determine the veracity of the claim and if it verifies that 20 random records are Contactable , it will proceed to invalidate the claim.
- Not so if the proven records give the same result as the customer expressed in the claim, which will be taken as valid and a new segmentation will be processed for the delivery of what is required either in the same country or another, but with the same segmentation.

Consultations or investigation of people:

- This service is exclusive for companies in Human Resources areas or companies that want to verify information about employees and workers.
- Companies that need to investigate who their clients, shareholders or partners are.
- It is subject to conditions of confidentiality for both parties.

The cost will vary depending on the two types of information required.

- Basic Information.
- Deep Information.

Basic Information: It only contains existence verification information and basic data such as telephone and address

Deep Information: In addition to what is considered in the above, it introduces other research elements that could contain relevant information for decision-making or legal actions, in such a way that through the use of information technologies, access to determining information such as lawsuits, background information or others. relevant elements for legal actions or actions for suspension of services or contracts.

The costs:

- 1 to 50 Basic Records, \$50.
- 1 to 50 Deep Records, 100 dollars without report and 15 dollars, each individual report, additional to the data file.

Questions about our databases.

What should I know about databases?

The main characteristics of a database are the following: The stored data has physical and logical independence. They guarantee the integrity of the data. They are storage systems that help reduce redundancy to a minimum.

What are the most used databases today?

Oracle, DB2 or SQL Server are some of the most used databases today. Relational database types such as Oracle, IBM DB2 and SQL Server, and even Microsoft Access, form the backbone for data storage and management in most organizations today.

What types of database are there?

- Dynamic databases. They are those where the data can be updated or even modified. ...
- Static databases. ...
- Hierarchical databases. ...
- Network databases. ...
- Relational databases. ...
- Deductive databases. ...
- Multidimensional databases.

What does the database contain?

- A database is a tool for collecting and organizing information. Databases can store information about people, products, orders, or other things. Many databases start out as a list in a spreadsheet or word processing program.

How important is the database in our lives?

- What is a database for? Organize large amounts of data to extract relevant information. Obtain habit information: Companies such as Amazon.com use their customer databases to make suggestions for new purchases.

What is the database today?

- A database (from English: database) is responsible not only for storing data, but also for connecting them together in a logical unit.

What is the future of the database?

- In the next few years from 2022, 75% of all databases will be deployed or migrated to a cloud platform, and only 5% will be on-premises.
- These are some of the conclusions reached by Gartner , which points to an upward trend in the SaaS model.

When is a database big?

- Although there appears to be no official or standard definition for the term Very Large Database (Very big Database , VLDB), is sometimes used to describe databases that occupy magnetic storage on the order of terabytes and contain billions of table rows.

What is the best database?

Among them are the following five, perhaps the most popular and used.

- MySQL . Without a doubt, MySQL is the most widespread of the open source databases , and for many years, the default option for many developers when choosing a database. ...
- MariaDB
- PostgreSQL
- Redis
- SQL.

How are our databases composed by countries?

- We have divided our databases by country into Natural Persons and Legal Entities tables, understanding that natural persons are consumers identified with purchasing patterns, lifestyles, education, profession, age, physical addresses, email addresses, landlines and/or or cell phones. And other fields that allow new segmentations or georeferencing for more demanding clients.
- We have also divided by country into Legal Entities, understanding that Legal Entities are providers of services or products, for those consumers already identified with the patterns identified above and more for somewhat particular or deeper segmentations, for this segment or tables worldwide.

What information do our databases contain?

- Our tables are Standardized, georeferenced and segmented, with identifiers by country, that is, in countries where electoral rolls are public and accessible to any Internet user, this information is used and crossed to associate an address, a telephone number, an email or Another important field for the use and standardization of these crossed records in order to leave a unique and enriched record that provides complete information about each person or company and that can be used to send you information about products or services that may interest him or better yet benefit him.
- For this we try as much as possible to comply for each country with the Habeas Data of each country where we operate or distribute information exclusively to legal entities, since this service is not offered and supplied to any natural person in any country, it is only with verified identification of each company that we serve as information providers, in order to be able to offer our services in a decisive way for each country within the framework of the Law that allows us to identify and in this way be able to comply when information is considered confidential and when it is publishes and can be used for our main and only objective, to be able to provide direct, updated and concise information of each potential consumer, whether it is B2B, B2C, B2B2C, B2G, B2I, B2E, C2C, C2B (*)

Guarantee on the databases?

- Our guarantee according to the particular conditions of each client are expressed above in this section (*), however the guarantee covers 50% of your purchase, that is to say, if your contactability results in the mandatory totality of the means used as a contactability reference for each record is 50 and in some cases up to 60% guarantee or replacement of records that have already proven negative results in terms of express contactability in this document.

Note:-

(*) B2B: Business to Business. Business between companies.

B2C: Business to Consumer . Businesses that have the consumer as a customer.

B2B2C: Business to Business to Consumer . Companies that integrate the offers of other companies, within their own.

B2G: Business To Government . Companies with activity focused on their clients being governments.

B2I: Business To Investor. Businesses that provide services to investors.

B2E: Business To Employee . Strategy that tries to demonstrate to current and potential employees that the company being promoted is the best work environment.

C2C: Consumer To Consumer . Relations between consumers, facilitate transactions between individuals.

C2B: Consumer To Business. The individual, as a consumer, creates value for the company. Thus, users provide Services to companies.