



DATA DIRECT

# Global Coverage

**Websites**

[www.datadirect.com.sg](http://www.datadirect.com.sg)

[www.data-direct.com.au](http://www.data-direct.com.au)



DATA DIRECT

# Who is Data Direct

Data Direct is a leading data insights company offering B2C solutions via our highly segmented and profiled consumer data universe across Australia & New Zealand, South East Asia, Europe, North America and North Africa.

Headquartered in Sydney, Australia, with offices in Singapore and Thailand, Data Direct is a leading supplier of fully compliant opt-in consumer data. We specialise in providing detailed audience coverage across a host of market segments including Travel and Tourism, Retail, FMCG, Charities and Financial Services.



DATA DIRECT

# Data Collection

Data Direct Digital collects data directly from the consumer. We run brand-funded competitions, transactional websites, rewards programs and branded video content across multiple platforms including broadcast TV, online, mobile, social media and on-site activations. We have been running these data collection campaigns globally since February 2012.

Once collected, we mine the mass dataset to identify patterns, lifestyle trends and discover new and insightful knowledge, with the aim of helping organisations meet their business and marketing goals.





DATA DIRECT

# Privacy and Compliance

Data Direct is a global industry leader when it comes to data security and privacy compliance across all our markets. We work closely with the relevant industry bodies in each country to ensure that not only our privacy policy, but also our data collection campaigns adhere to legislation in each individual market.

We have a dedicated privacy team who manage any consumer opt-outs via email, phone and direct mail in real time and instantly removes them from our database.

We provide all clients with regular suppression file updates for the duration of their licensing agreement to avoid consumers receiving unwanted communications if opt-in permission is no longer current.



DATA DIRECT

# Terms of Engagement

Our data is provided under year-on-year licensing agreements. Unlike most data providers, we are very flexible when it comes to the terms and look to work with you to provide bespoke conditions that match your usage models.

All records are supplied under unlimited-use terms for the duration of the agreement including:

ID Verification • Electronic Direct Mail (EDM) • SMS & Mobile Marketing • Social Media Targeting

# Global Audience Breakdown Market to Market



Canada

13  
Million

Mexico

71  
Million

France

27  
Million

England

14  
Million

Spain

33  
Million

Egypt

41  
Million

Turkey

46  
Million

Thailand

53  
Million

Vietnam

20.2  
Million

Philippines

61  
Million

Singapore

1.8  
Million

Malaysia

19.7  
Million

Indonesia

221  
Million

South Korea

32  
Million

New Zealand

1.6  
Million

Australia

9.2  
Million

Hong Kong

2.2  
Million

Japan

42  
Million





# Oceania

Australia · New Zealand

# Oceania - Australia



## Overview

Data Direct has been a market leader in the Australian market for over ten years. Our local database with extensive segment profiling, is the largest & most up to date data-set available for organisations to target potential customers.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 60 lifestyle and financial fields

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DIRECT MAIL
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

In Australia, companies that collect resident's personal data for business purposes are required to be bound by the the Australian Privacy Principles (APP) as contained in the Privacy Act 1998 (Privacy Act), with regards to the storage, use and privacy of people's personal information/data. We have implemented these guidelines in our Privacy Policy, data collection techniques and ongoing data management protocols.

Clients who use our AU data





# Oceania - New Zealand



## Overview

For over five years, we have successfully operated in New Zealand, a market that has historically posed significant challenges for data collection. Despite its size, we have established ourselves as the leading provider of third-party opted-in consumer data, offering the most comprehensive and up-to-date dataset available. In a market where data is difficult to gather, we stand out as the best option for reliable and scalable insights

Total Records



Update Frequency: Monthly

Fields: PII plus up to 20 lifestyle and financial fields

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DIRECT MAIL
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

All NZ consumers have opted into our dataset with their data collected, used, disclosed, held and managed in accordance with The New Zealand Privacy Act 2020.

Clients who use our NZ data





# South East Asia

SINGAPORE · MALAYSIA · INDONESIA · VIETNAM · THAILAND · PHILIPPINES

# South East Asia - Singapore

## Overview

In this small yet strategically vital market, Data Direct's primary dataset encompasses over half of the local adult population. Given the rarity of opted-in local data in Singapore, our ability to offer one of the largest third-party datasets available is a significant advantage.

We consistently run brand-funded campaigns to ensure that our data remains both refreshed and highly responsive, allowing us to provide unmatched insights in a market where access to such data is exceptionally limited.

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 10 lifestyle and financial fields.

## Usage

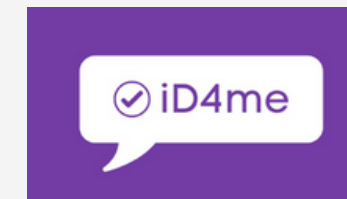
- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DIRECT MAIL
- ✓ DATA MODELLING

## Compliance

All data is collected, used, disclosed, held and managed in accordance with the Singapore PDPC Act.

Clients who use our SG data

AMERICAN EXPRESS



# South East Asia - Malaysia

## Overview

With Malaysia's digital economy rapidly accelerating, driven by increased internet penetration and e-commerce growth, we have been able to capture a large percentage of the country's population who have opted into our dataset, providing us with detailed information and contact details.

We have extensive experience in Malaysia producing and distributing brand-funded video campaigns for multinational brands and government organizations in the market for over 8 years. By constantly producing these campaigns, we are able to regularly provide accurate updates to our datasets at scale.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 10 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

All data is collected, used, disclosed, held and managed in accordance with the Personal Data Protection Act (PDPA).

Clients who use our Malaysian data





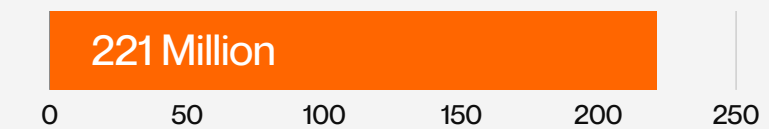
# South East Asia - Indonesia

## Overview

As Indonesia's rapidly growing consumer base continues to expand, particularly with the rise of digital and mobile-first populations, our dataset provides an unparalleled view of emerging consumer trends in the region and direct access to these consumers. In terms of population coverage and detailed segmentation, our Indonesian dataset is our premier dataset in South East Asia.

We have extensive experience in the country collecting data through a variety of channels. We have worked on a number of elections and country-wide brand-funded online campaigns to develop this dataset, which is updated frequently

Total Records



Update Frequency: Fortnightly

Fields: PII plus up to 70 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

Our 24/7 dedicated privacy team ensure that all data collection, storage and leasing strictly adheres to the The Personal Data Protection (PDP) Bill.

Clients who use our Indonesian data



# South East Asia - Vietnam

## Overview

Operating in Vietnam presents unique challenges, particularly due to its strict data laws and the complexities of entering a tightly regulated, communist market. Despite these barriers, we have leveraged our deep local knowledge and experience to establish a robust presence.

Our dataset covers a significant percentage of the population, making us one of the few providers able to offer comprehensive, opted-in consumer data in this challenging environment.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 22 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ SOCIAL MEDIA LINKAGE
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

Navigating the complex Vietnamese privacy laws takes local experience and we are able to provide that. We comply with the privacy law - Decree No. 13/2023/ND-CP, the Personal Data Protection Decree (PDPD). All data is housed in country.

Clients who use our Vietnam data

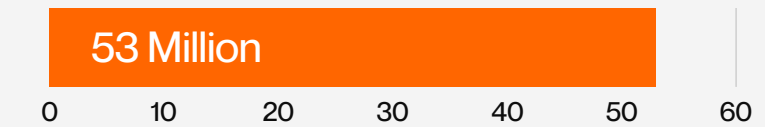


# South East Asia - Thailand

## Overview

Thailand stands as one of Southeast Asia's most advanced digital nations, offering both opportunities and complexities in data acquisition. Leveraging our extensive experience and strong partnerships with both commercial entities and government organizations, we have built a highly reliable and frequently updated dataset. Our opted-in consumer data covers a significant portion of the population, ensuring that we provide unparalleled access to consumers in this market.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 14 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ SOCIAL MEDIA LINKAGE
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

All our local data is collected and housed in country in line with the The Personal Data Protection Act 2019 (PDPA).

Clients who use our Thai data



CIMB GROUP

Trip.com

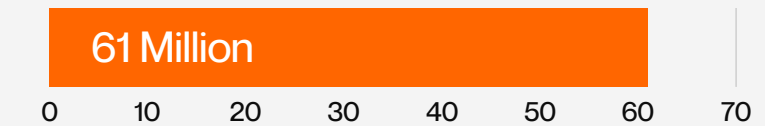


# South East Asia - Philippines

## Overview

The Philippines, with its large and diverse population, presents unique challenges due to varying levels of internet access and digital sophistication. In this market, we have developed a robust and highly reliable dataset through trusted local sources, ensuring that our data remains consistently updated. Unlike many providers, we adhere to the highest standards of privacy, a rare commitment in this region, making us a trusted partner for organizations seeking responsive, opted-in data at scale.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 33 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ SOCIAL MEDIA LINKAGE
- ✓ ID VERIFICATION

## Compliance

We have implemented guidelines of The Republic Act No.10173 (Data Privacy Act) in our Privacy Policy, opt in conditions and ongoing data maintenance.

Clients who use our Philippines data







# North Asia

JAPAN · HONG KONG · SOUTH KOREA

# North Asia - Japan

## Overview

Japan, traditionally a highly isolated market, is only now beginning to open up to foreign companies for access to consumer datasets for marketing. We are one of the first to offer a substantial and growing dataset in this space, providing deep insights into the Japanese market. As demand for data-driven marketing increases, our early presence and sizeable dataset, position us as a key player in delivering responsive, opted-in consumer data.

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 11 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ SOCIAL MEDIA LINKAGE
- ✓ DATA MODELLING

## Compliance

All data is opted in under the regulations set out in The Act on the Protection of Personal Information Act No. 57 of 2003 (“APPI”).

Clients who use our Japanese data

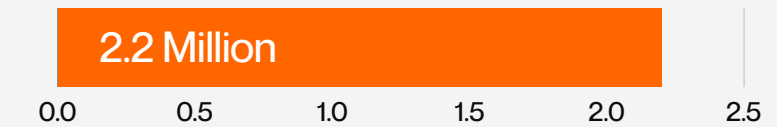


# North Asia - Hong Kong

## Overview

Hong Kong, though small in size, presents significant challenges for data acquisition, especially following its reintegration with China. Accurate local market data has become increasingly difficult to obtain. With our long-standing presence in the region and deep understanding of the local landscape, we offer a truly unique data set that provides unparalleled insights into this complex market. Our expertise and local knowledge makes us the trusted choice for reliable, opted-in consumer data in Hong Kong

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 22 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING

## Compliance

With strict reporting regulations we strictly adhere to The Personal Data (Privacy) Ordinance (Cap. 486) (Ordinance). This is implemented across all facets of our data collection, storage and distribution.

Clients who use our HK data

**ORD MINNETT**



# North Asia - South Korea

## Overview

South Korea represents a new and challenging market for us, where business operations are highly localized and difficult to navigate. Despite these complexities, we are focused on establishing a solid presence through a deep understanding of local regulations and market conditions. Our main dataset, built with careful attention to South Korea's unique environment, is designed to provide reliable, opted-in consumer data that supports precision-driven decision-making in this complex market

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 11 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE

## Compliance

Our dedicated privacy ensures strict and ongoing compliance to The Personal Information Protection Act (PIPA).





# North America

CANADA · MEXICO

# North America - Canada

## Overview

Canada is a well-established market where our dataset is primarily geared toward telemarketing, SMS, and EDM campaigns. We have developed a comprehensive, opted-in consumer database that enables targeted outreach and engagement across these channels.

Our focus on maintaining data quality and compliance with local regulations ensures that our offerings are reliable and effective for precise, large-scale communication efforts.

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 9 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DATA MODELLING

## Compliance

All data is collected, used, disclosed, held and managed in accordance with The Privacy Act 1983.

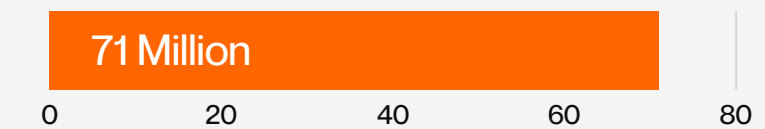
Clients who use our Canadian data

# North America - Mexico

## Overview

Mexico, with its large population and stable economy, offers significant opportunities for data-driven initiatives. Leveraging our strong relationships with both government entities and leading brands, we have built a robust, opted-in consumer dataset. Our data is frequently updated and rigorously verified against multiple sources, ensuring accuracy and reliability for impactful marketing campaigns in this dynamic market.

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 6 lifestyle and financial fields

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

We work closely with the relevant authorities to ensure all data is collected under the regulations set out in The Federal Law on the Protection of Personal Data.

Clients who use our Mexico data

acxiom



PROVENIR



# Europe

FRANCE · ENGLAND · SPAIN

# Europe - France

## Overview

France boasts one of the highest rates of internet penetration in Europe, with a digitally engaged population that continues to grow across both urban and rural areas. As our oldest European market, we have focused extensively on capturing and refining data from this dynamic environment. Over the years, we have developed a comprehensive, opted-in consumer dataset that is rich in social and financial attributes. Our data is frequently updated and meticulously verified against multiple sources.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 25 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DATA MODELLING

## Compliance

France is covered under the European Personal Data Protection Regulation EU 2016/679 (GDPR). We are constantly updating our data protocols to stay compliant with the GDPR.

Clients who use our French data



acxiom



# Europe - England

## Overview

England, with its highly connected population and advanced digital infrastructure, offers a critical environment for data-driven insights. As a key European market, we have developed a comprehensive, opted-in consumer dataset that complies fully with GDPR regulations. Our data captures a wide range of social and financial attributes and is regularly updated and rigorously verified against multiple sources, ensuring both accuracy and adherence to the highest privacy and compliance standards

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 10 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ DATA MODELLING

## Compliance

England is covered under the European Personal Data Protection Regulation EU 2016/679 (GDPR). We are constantly updating our data protocols to stay compliant with the GDPR.

# Europe - Spain

## Overview

Operating in Spain involves navigating a complex regulatory environment, but our extensive local experience has enabled us to overcome these obstacles. By understanding the intricacies of the market, we've built a strong presence with a broad and diverse dataset that covers a large portion of the population. This has established us as one of the few providers equipped to deliver comprehensive, consent-based data with broad coverage across Spain's highly regulated market.

Total Records



Update Frequency: Quarterly

Fields: PII plus up to 16 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ SOCIAL MEDIA LINKAGE
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

At Data Direct, we fully comply with the General Data Protection Regulation (GDPR), which governs data protection across the European Union, including Spain. In addition, we adhere to Spain's specific privacy laws, such as the Spanish Fundamental Law on Data Protection and Digital Rights of 2018 (Data Protection Act), ensuring the highest standards of data accuracy, security, and privacy.

Clients who use our Spanish data





# Middle East and North Africa

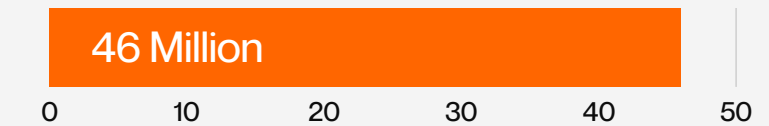
TURKEY · EGYPT

# MENA - Turkey

## Overview

Turkey is a developing market for data collection, presenting both opportunities and challenges due to complex governmental regulations and evolving digital conditions. At the forefront of this market, we have successfully navigated these tricky environments to establish a growing, opted-in consumer dataset. Our approach ensures compliance with local laws while providing reliable, verified data that is updated frequently.

Total Records



Update Frequency: Monthly

Fields: PII plus up to 8 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ ID VERIFICATION
- ✓ DATA MODELLING

## Compliance

All data is collected, stored and maintained under the guidelines of The Personal Data Protection Law KVKK.

Clients who use our Turkish data



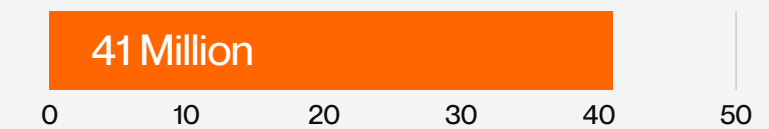
# MENA - Egypt

## Overview

Egypt, with its rich history of trade and commerce, serves as the cornerstone of our expansion into the North African market. Leveraging this deep-rooted commercial heritage, we have developed a strong, opted-in consumer dataset that enables us to navigate the complexities of this region.

Our data is meticulously verified and frequently updated, ensuring we provide accurate insights that support data-driven strategies across Egypt and beyond as we continue to expand our presence in North Africa

Total Records



Update Frequency: Monthly

Fields: PII plus up to 12 lifestyle and financial fields.

## Usage

- ✓ EDM
- ✓ SMS
- ✓ TELEMARKETING
- ✓ SOCIAL MEDIA LINKAGE
- ✓ RETARGETING
- ✓ ID VERIFICATION

## Compliance

All data is collected, stored and maintained under the guidelines of Law 151 of 2020.

Clients who use our Egypt data







DATA DIRECT

# Thank You!

**Websites**

[www.datadirect.com.sg](http://www.datadirect.com.sg)

[www.data-direct.com.au](http://www.data-direct.com.au)