



DATA DIRECT

2026

Consumer Data Licensing Australia & New Zealand

Website

www.datadirect.com.sg



Introduction

Headquartered out of Singapore with offices in Australia and North America, **Data Direct International** is a leading consumer data insights agency and supplier of privacy and regulatory compliant consumer data across seven regions and 37 countries globally.

At Data Direct we focus on delivering efficient, world class solutions for your data needs. We pride ourselves on flexible engagement models, clean opt-in profiled datasets and strict adherence to privacy protocols.

Data Direct partners with other international data suppliers to access opt-in compliant national consumer datasets in additional regions and countries. Details available on request.

Oceania

12.5m

Across three countries

South-East Asia

510m

Across seven countries

North Asia

65m

Across four countries

North America

200m

Across three countries

LATAM

375m

Across four countries

Europe

265m

Across nine countries

Middle East & North Africa

135m

Across seven countries



Consumer Data Licensing

Data Direct offers B2C solutions under license globally via our highly segmented and profiled consumer data across a host of market segments including:

- ✓ ID Verification & Financial Services
- ✓ Digital Marketing & HEMs
- ✓ Tourism & Retail
- ✓ FMCG & Real Estate
- ✓ Not for Profit & Government

- ✓ All data supplied under license for unlimited use the term of the licensing agreement.
- ✓ All supplied data to include key contact fields: name, age, address, email and mobile and matching record profiling.
- ✓ All supplied data to be unique and washed against existing datasets to identify duplicates prior to delivery.
- ✓ Any non-connect records to be replaced at no cost for the term of the licensing agreement.
- ✓ Suppression list updates to be supplied for monthly or quarterly for the term of the licensing agreement.



Australian & New Zealand Data

Data Direct maintains the most comprehensive, regulatory compliant and up-to-date consumer datasets available in Australia (9.2m) and New Zealand (2.1m).

All data in both markets is available under 12-36 month unlimited use licensing terms and provide companies and organisations a cost-effective opportunity to engage with existing and new customers across multiple contact channels including:

- ✓ Direct Mail
- ✓ Electronic Direct Mail (EDM)
- ✓ SMS & Mobile Marketing
- ✓ Telemarketing & Social Media Targeting
- ✓ ID Verification
- ✓ Data Modelling
- ✓ Digital Marketing & HEMs

All data held within both the Australian and New Zealand markets include verified and contact confirmed key fields:

- ✓ Full Name
- ✓ Consumer Profile
- ✓ Age
- ✓ Address
- ✓ Mobile
- ✓ Email

All data will be confirmed as unique and washed against all existing datasets the client holds to identify duplicate records. All email addresses are verified and mobile numbers pinged to confirm connectivity 24 hours prior to delivery to the client.

Australian Audience Overview



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 residents personal data for business purposes are required to be bound by 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.

Total records nationally

9,233,005
9,233,005
9,428,222
9,101,565
9,201,846
9,217,189

Full Name

Residential Address

Age

Mobile

Email address

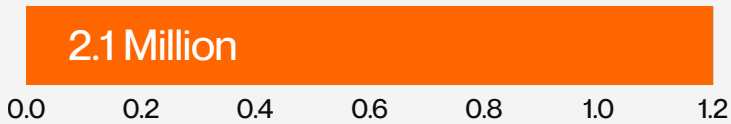
New Zealand Audience Overview



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.

Total records nationally

Full Name

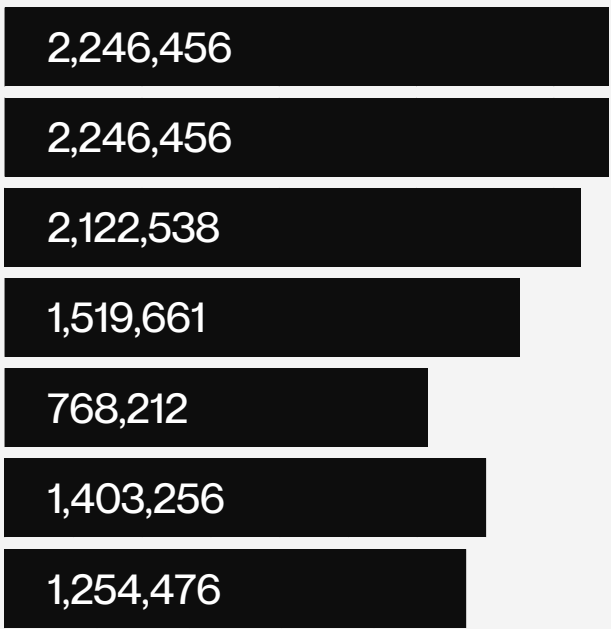
Residential Address

Age

Mobile

Email address

Landline





Regulatory Compliance



Government Regulations

Data Direct is a global industry leader in terms of data security, adherence to government regulations and industry standard privacy compliance codes and procedures across all our markets.



Data Security

We work closely with the relevant government departments and industry bodies in each country we operate in to ensure that not only our privacy policy but also our data collection campaigns adhere to legislation in each individual market.



Personal Information

Data Direct employs privacy and security measures to safeguard the personal information in its possession. The company is committed to industry-standard practices to prevent unauthorised access, disclosure, alteration and misuse of personal information.



Managing Consumer Consent



Dedicated Privacy Team

Data Direct has a dedicated privacy team who manage any consumer opt-out requests via email, phone and direct mail in real time and instantly removes them from our database.



Suppression file

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



Suppression lists

Data Direct maintains both global and country specific suppression lists to ensure that audiences are up to date in terms of opting in to receive communications.



DATA DIRECT

For further information please contact

Philip McCluskey

Sales Director

Mobile +61 406 902 367

Email: philip@datadirect.com.sg

Website

www.datadirect.com.sg