



DATA DIRECT

2026

Consumer Data Licensing Global Markets Overview

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

19m

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 for 24-36 month terms via our highly segmented and profiled consumer data network across a host of market segments including:

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

- ✓ All data supplied under license for unlimited use for 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 monthly or quarterly for the term of the licensing agreement.



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

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