

## GENERAL CONCEPT

A Contactable Record is a record in which the identification field (Names and Last Names) coincide with the contact field.

Therefore a Non-Contactable Record is a record in which the identification field (Names and Last Names) does not coincide with the contact field.

## STATUS

### OUTBOUND TELEPHONE OPERATION (Teleoperation Outbound) (TLO)

**A Contactable Record** is a record in which the identification field (Names and Last Names) coincide with the contact field. To distinguish a Non-contactable Record, the client must issue a Management Report with its corresponding contactability status for each record delivered, the statuses to be identified are:

- **Contactable Records:**
  - Answered and offer accepted
  - Answered and Offer not accepted
  - Answering machine
  - On Vacation
  - Scheduled
  - Left a message with a third party
  - Not there
  - Call later
  - Out on a trip
  - No answer
  - Busy
- **Non-Contactable Records:**
  - Wrong number
  - Does not live there
  - Does not work there
  - Deceased
  - Moved out
  - Fax
  - Temporarily disconnected

### Direct Mailing

**A Contactable Record** is a record in which the identification field (Names and Last Names) coincide with the contact field. To distinguish a Non-contactable Record, the client must issue a Management Report with its corresponding contactability status for each record delivered, the statuses to be identified are:

- **Contactable Records:**
  - Delivered with acknowledgement
  - Delivered without acknowledgement
  - Non-delivery because of absence (In case the person lives or works there but it is not there at that time)  
encuentra ahí en ese momento)
- **Non-contactable Records:**
  - Undelivered due to wrong address
    - The person does not live there
    - The person moved out
    - Non-existent address

## EMAIL MARKETING

**A Contactable Record** is a record in which the identification field (Names and Last Names) coincide with the contact field. To distinguish a Non-contactable Record, the client must issue a Management Report with its corresponding contactability status for each record delivered, the statuses to be identified are:

- **Contactable Records:**
  - **Message Sent**
  - **Message Open**
  - **Hard Unsubscribe:** Información por parte del receptor del Email que indica que este se ha deshabilitado para recibir futuros contactos a través de esta vía.
  - **Soft Unsubscribe:** Message received on behalf of the receiver who requested to be removed from the list.
  - **Mailbox Full:** Statistics for delivery of e-mails that failed because the answering system was full.
- **Non-contactable Records:**
  - Hard Bounce: Statistics Report of failed delivery for:
    - Wrong domain
    - Wrong mail box
    - Inactive mailbox
    - Delivery failure unknown

## SMS

**A Contactable Record** is a record in which the identification field (Names and Last Names) coincide with the contact field. To distinguish a Non-contactable Record, the client must issue a Management Report with its corresponding contactability status for each record delivered, the statuses to be identified are:

- **Contactable Records:**
  - Effective delivery
  - Delivery made with no reference to whether it was effective or not:
- **Non-contactable Records:**
  - Failed delivery
    - Inexistan telephone
    - Receiver

## Contactability Guarantee

Latinlists has two ways of channelling the Records (Non-contactables) these are:

• **Data replacement** Latinlists will deliver a new list with no cost for the same amount of records that were reported non-contactables thus guaranteeing 100% contactability of the list provided

Lalinlsits

• **Credit slip:** Latinlists will issue a Credit slip for the amount of non-contactable records guaranteeing at least 80% of contactability of a given list.

As a client you will be able to choose the way in which Latinlists will replace the non-contactable records.

If you wish to contact our strategic allies with the technological structure for the development of Teleoperations please let us know and we will put you in touch with them.

### Note:

1) It is important to point out that LatinLists has up to 60 working days, since the delivery of the Management Report.

2) Los estatus "No se puede contactar", " No Contesta" y "Ocupado" serán

considerados como NO CONTACTABLES en el caso de que se hayan efectuado 10 barridas de teleoperación al lote y sean efectivamente demostradas junto su reporte operativo.

The status "non-contactable", "no answer" and "busy" will be considered as Non-contactables in case of 10 teleoperation sweeps are made to a lot to effectively demonstrate the non-contactability, together with the operative report.

3) LatinLists reserves the right not offer its services in case the client (Name of the client) does not have the necessary documents.