

# Information

## Simply ground-breaking.

The Australian Death Check is a new data cleansing service that is the only official source of national death data for Australia.

A joint initiative from the state and territory registries, the Australian Death Check:

- ✓ bulk cleanses data in just minutes
- ✓ offers a single source of truth
- ✓ gives immediate access to the most up-to-date death data in Australia
- ✓ adheres to data protection law and regulations—customer data isn't stored
- ✓ is a fully secure system
- ✓ is a scalable service to suit any business

## Can you afford not to?

**Don't make headline news for the wrong reasons.**

When a business uses inaccurate customer data, things can go wrong—quickly.

In some cases, reputational damage can be irreparable—customer trust is broken, and financial loss inevitable.

The Australian Death Check will help you to maintain the accuracy of your data, which is a legal requirement under the Australian Privacy Act.

By cleansing your customer information and identifying deceased persons, you will also protect your brand, improve customer experience and save money.

It's the **right thing to do**, for your customers and your business.

## Customer data? It's in your hands.

Your business can request access to the Australian Death Check through an approved Data Service Broker:

- ✓ once approved, your Data Service Broker will work with you to determine your requirements such as frequency and volume, via bulk or single searches
- ✓ once connected, the Australian Death Check will match your customer data with over 3 million, up-to-date, registry death records

**Take responsibility** for your customer data. Enquire about the Australian Death Check—and its benefits for your organisation—today.

### For more information

[www.australiandeathcheck.gov.au](http://www.australiandeathcheck.gov.au)

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Over 3 million  
official death  
records updated daily