

## Appendix A

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Non-personal anonymised vehicle data extracted from the DVLA vehicle register is now available through five commercial selling agents.

The data comprises of 29 data fields taken from the vehicle register, but does not include the name and address of vehicle keepers, vehicle registration mark, vehicle identification

or engine number. This information has been omitted to protect and ensure the anonymity of individual vehicle keepers.

The data does include partial postcode information that will for example, enable the distribution of vehicles across Great Britain to be deduced by make, model and body type. Data from Northern Ireland, the Isle of Man, and the Channel Islands, which have their own vehicle registers, are not included in the scheme.

DVLA believe the data to be of tremendous value to industry in advertising campaigns, and for deciding the optimum location for siting dealerships or retail outlets.

For more information on prices and what information and products are available, please contact any of the following selling agents.