

**Adrian Williams, DM plc Chairman – Fully compliant Transactis database – July 2018**

Adrian John Williams is delighted to announce that this month DM plc celebrates one year of its ownership of Transactis with the announcement of a fully GDPR compliant Transactis 2.0 database. Containing 39m unique UK mail order buyers with half a billion recent transactions, the Transactis 2.0 database has been combined by expert Transactis analysts with the wealth of individual level lifestyle data brought over by DLG. The data is available for Members to use for direct mail prospecting activity on the basis of Legitimate Interests and is already producing outstanding results.