



**DATA INTEGRITY:
A CRUCIAL FACTOR TO MEMBER SATISFACTION**

DEFINITIONS

DATA INTEGRITY

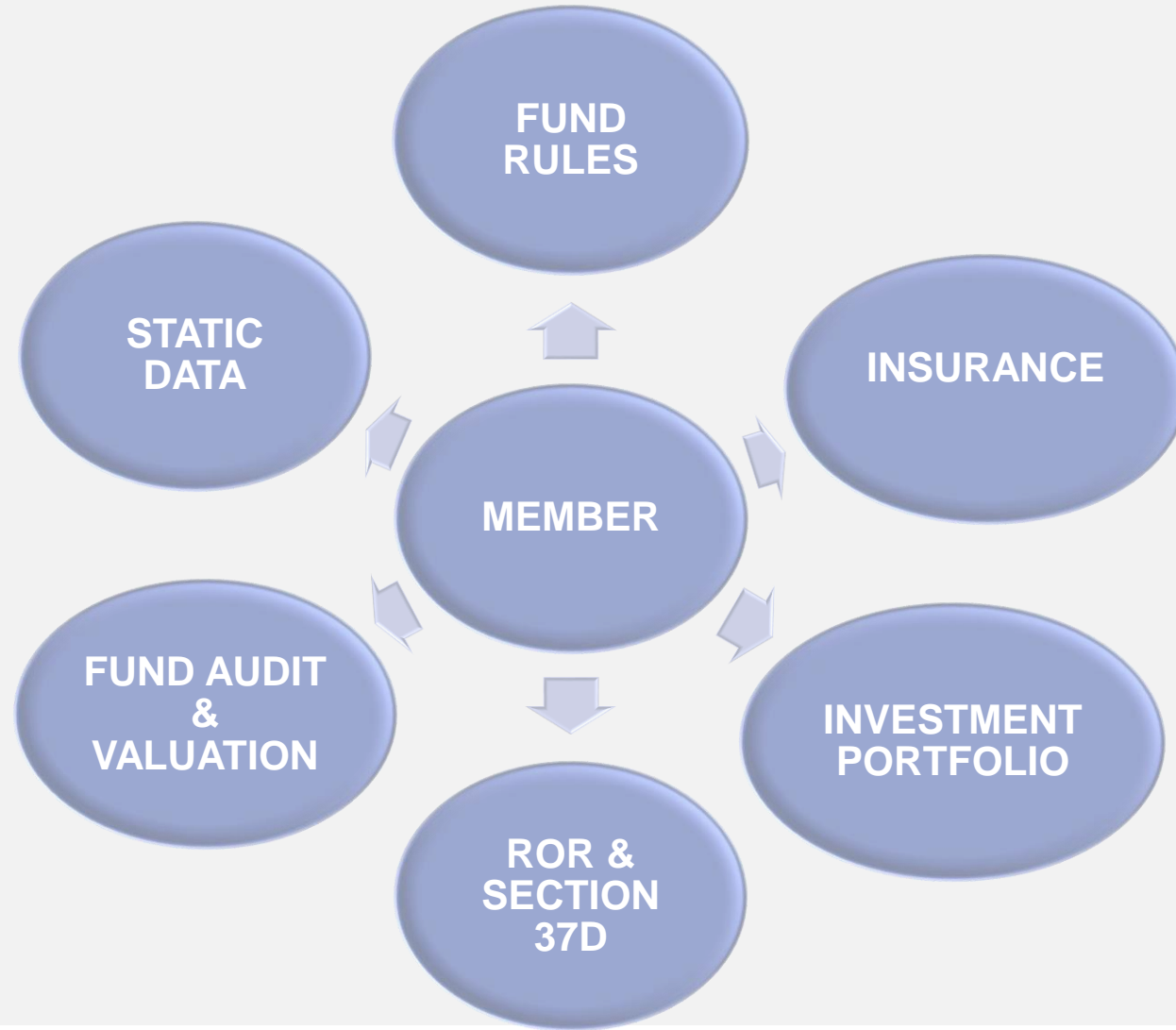
1. Data integrity refers to maintaining and assuring the accuracy and consistency of data over its entire life-cycle
2. The absence of unintended changes or errors in data.
3. Integrity implies that the data is an exact copy of the original version, e.g. that it has not been corrupted in the process of being written to, and read back from the original source.
4. Integrity may further imply that the information represented by the data has been validated, i.e. verified to conform to certain constraints, e.g. date formats, id number format.
5. Data should be Reliable, Accurate / Truthful, Consistent and Complete

DEFINITIONS

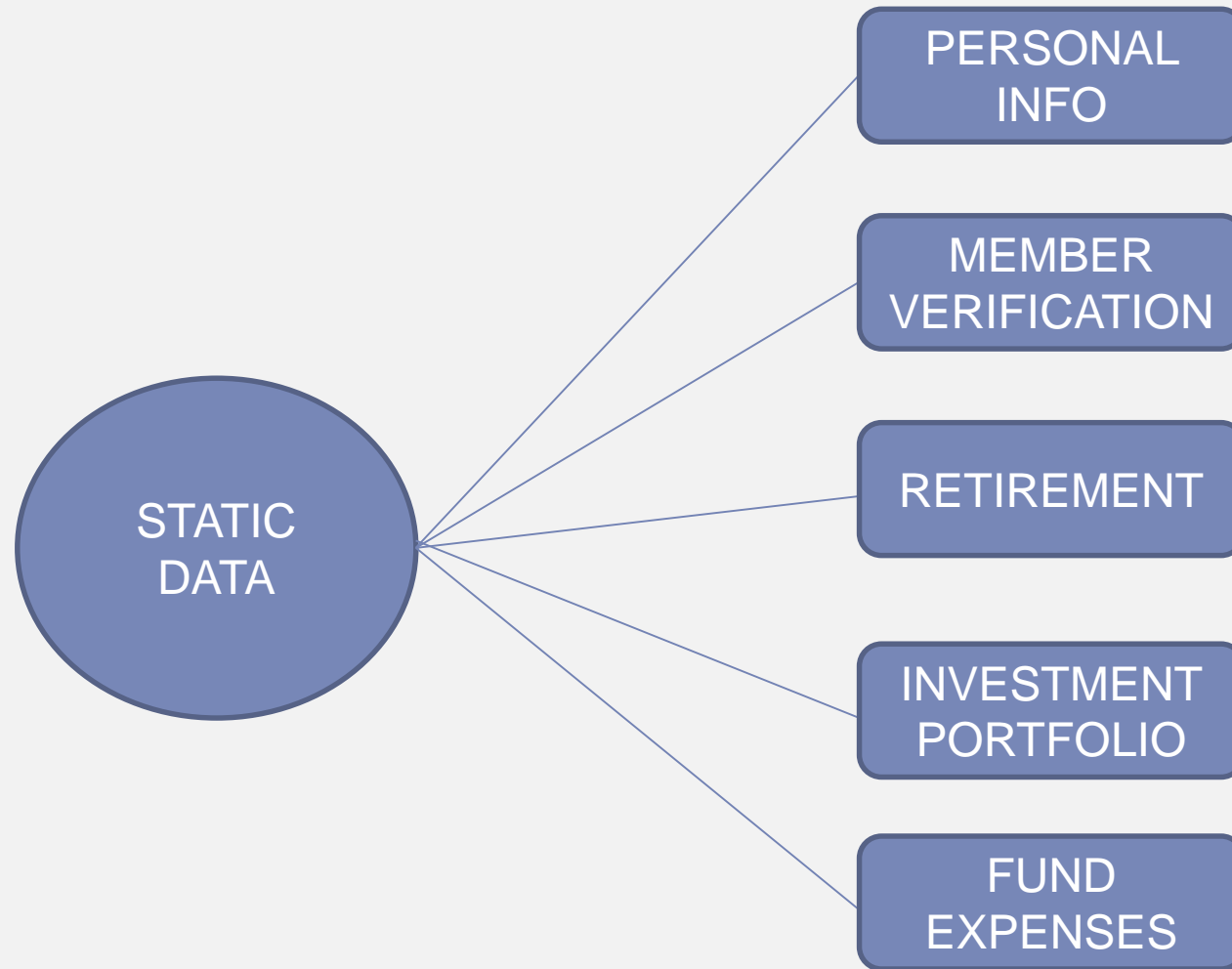
SATISFACTION

1. An act of satisfying; fulfilment; gratification.
2. The state of being satisfied; contentment.
3. The cause or means of being satisfied.
4. Reparation or compensation, as for a wrong or injury.
5. Discharge of an obligation.
6. **Confident acceptance of something as accurate, dependable and true.**

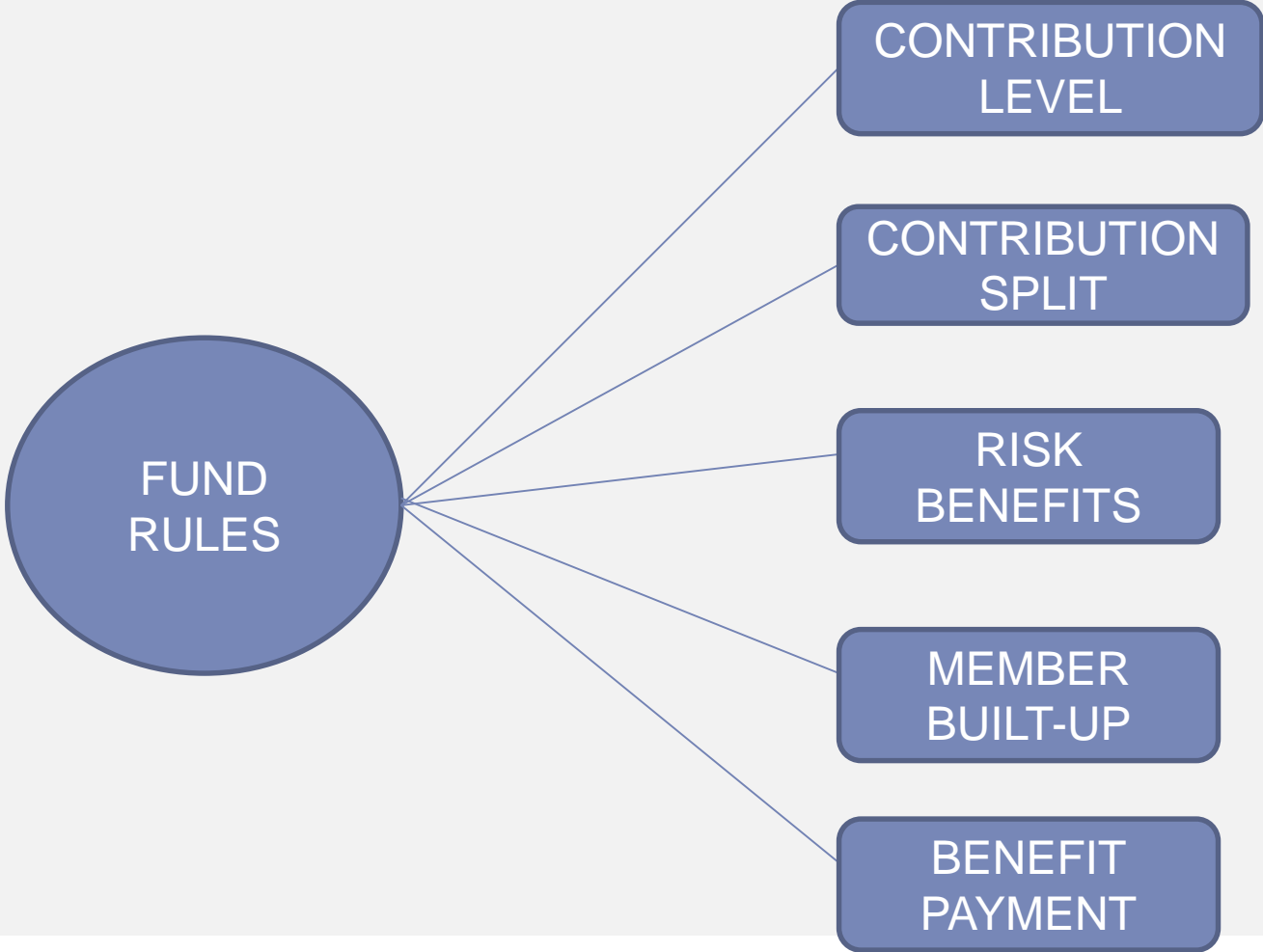
MEMBER DATA IMPACT



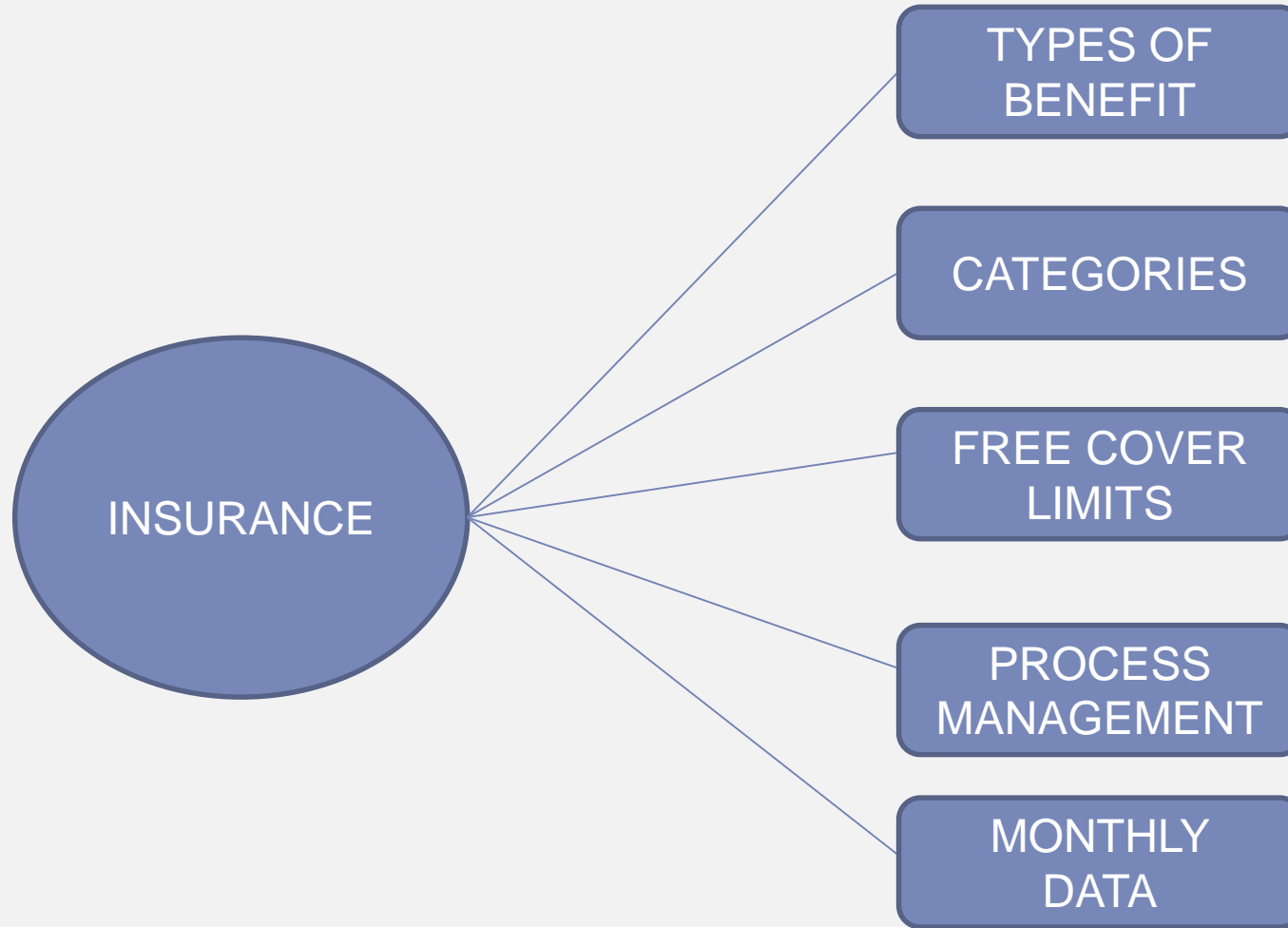
MEMBER DATA IMPACT



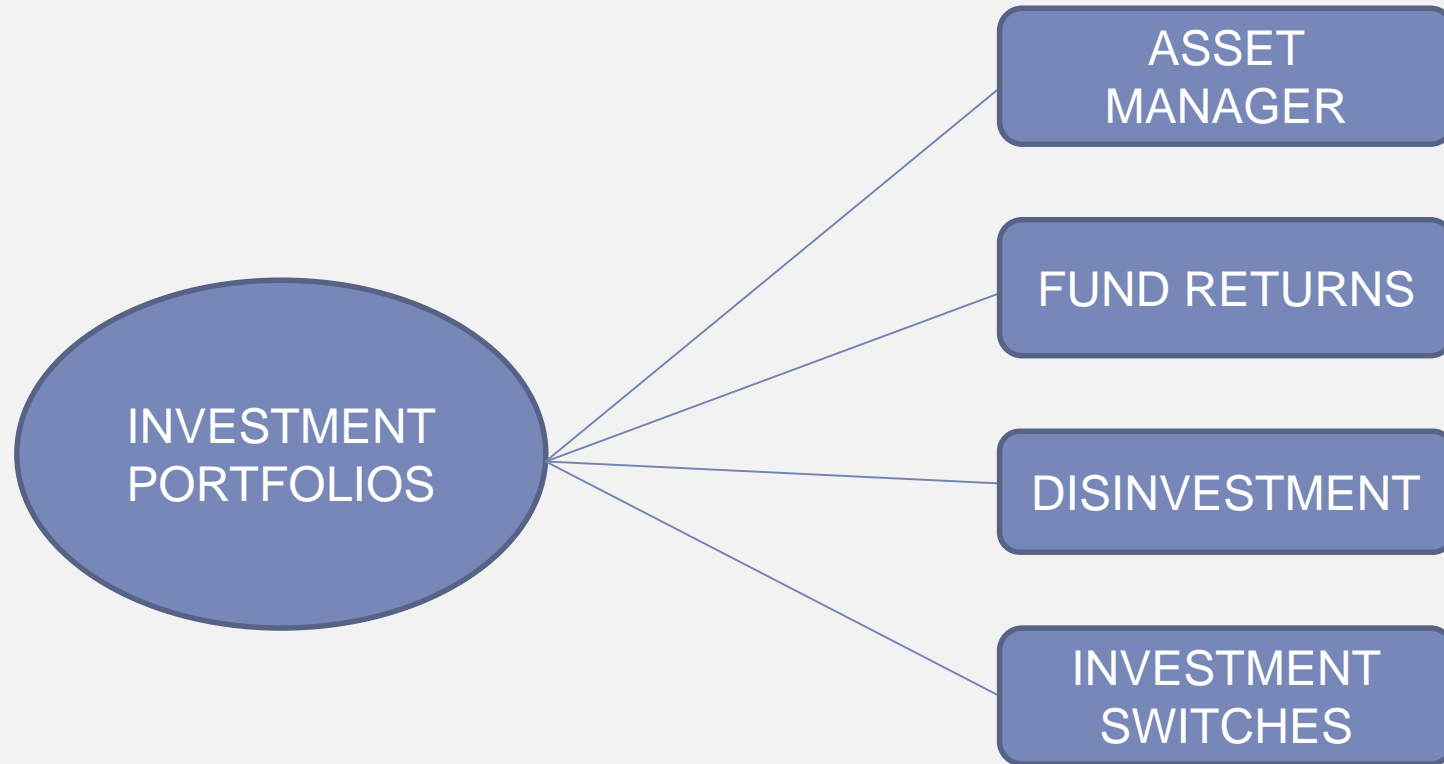
MEMBER DATA IMPACT



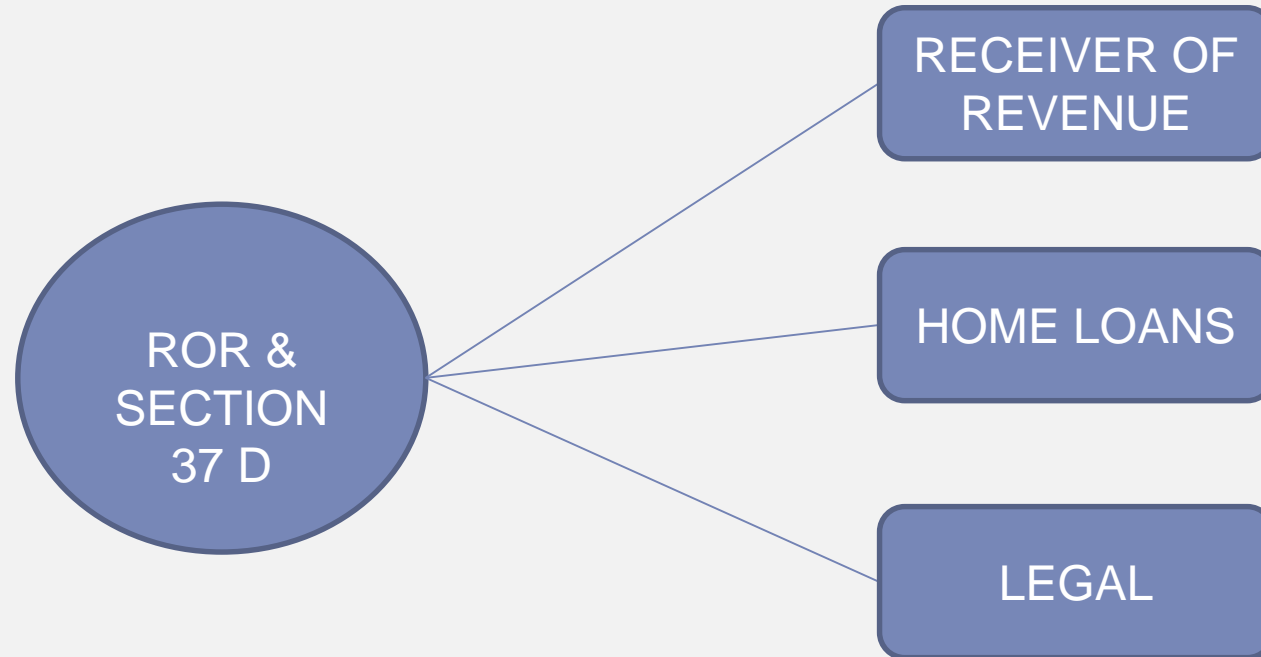
MEMBER DATA IMPACT



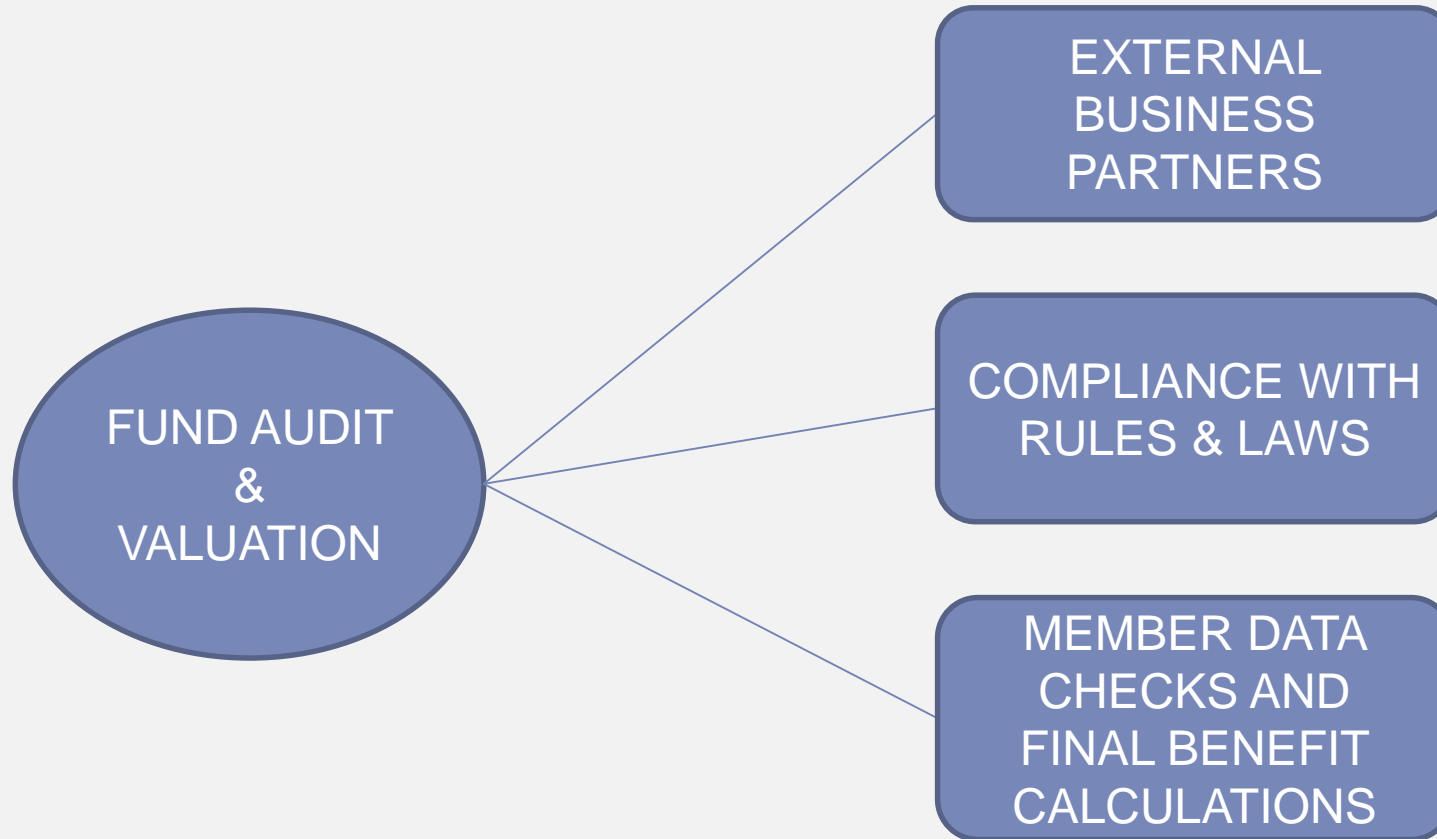
MEMBER DATA IMPACT



MEMBER DATA IMPACT

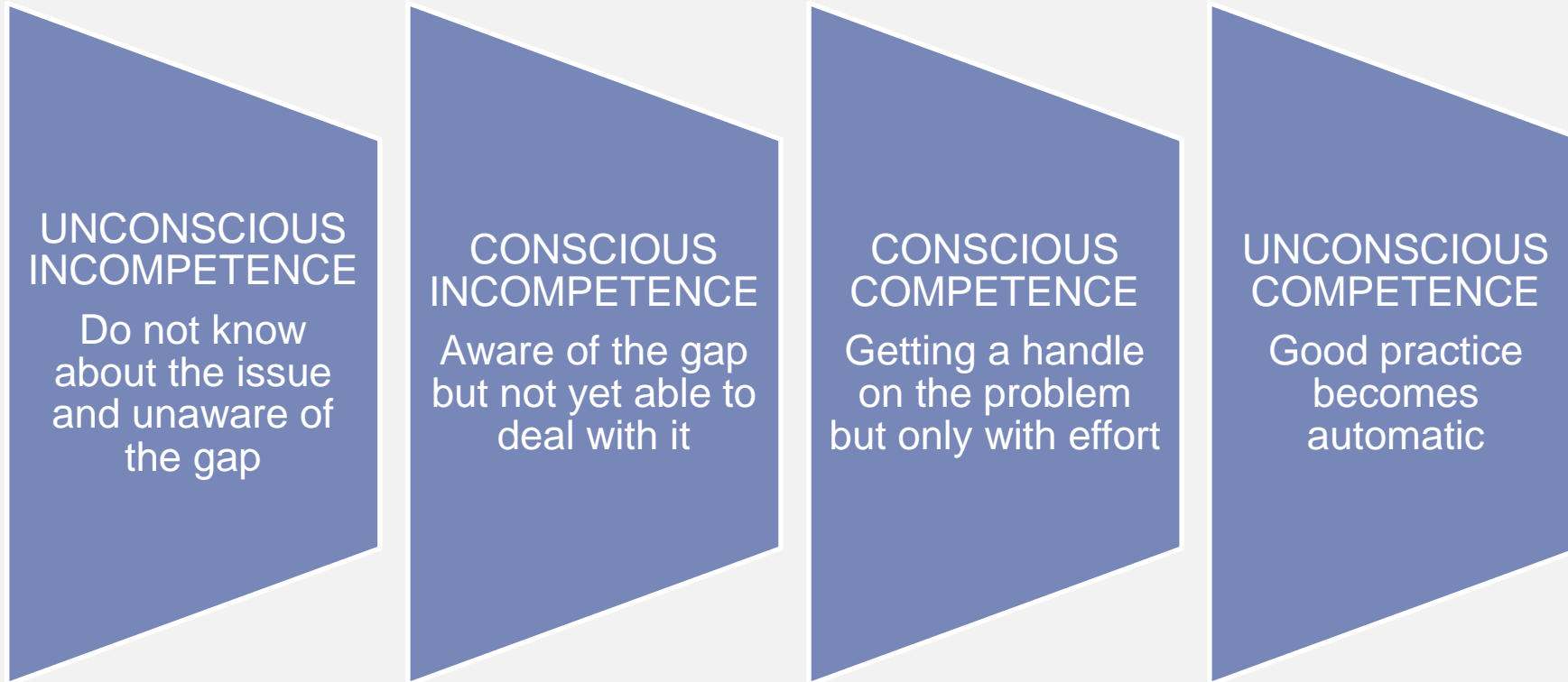


MEMBER DATA IMPACT

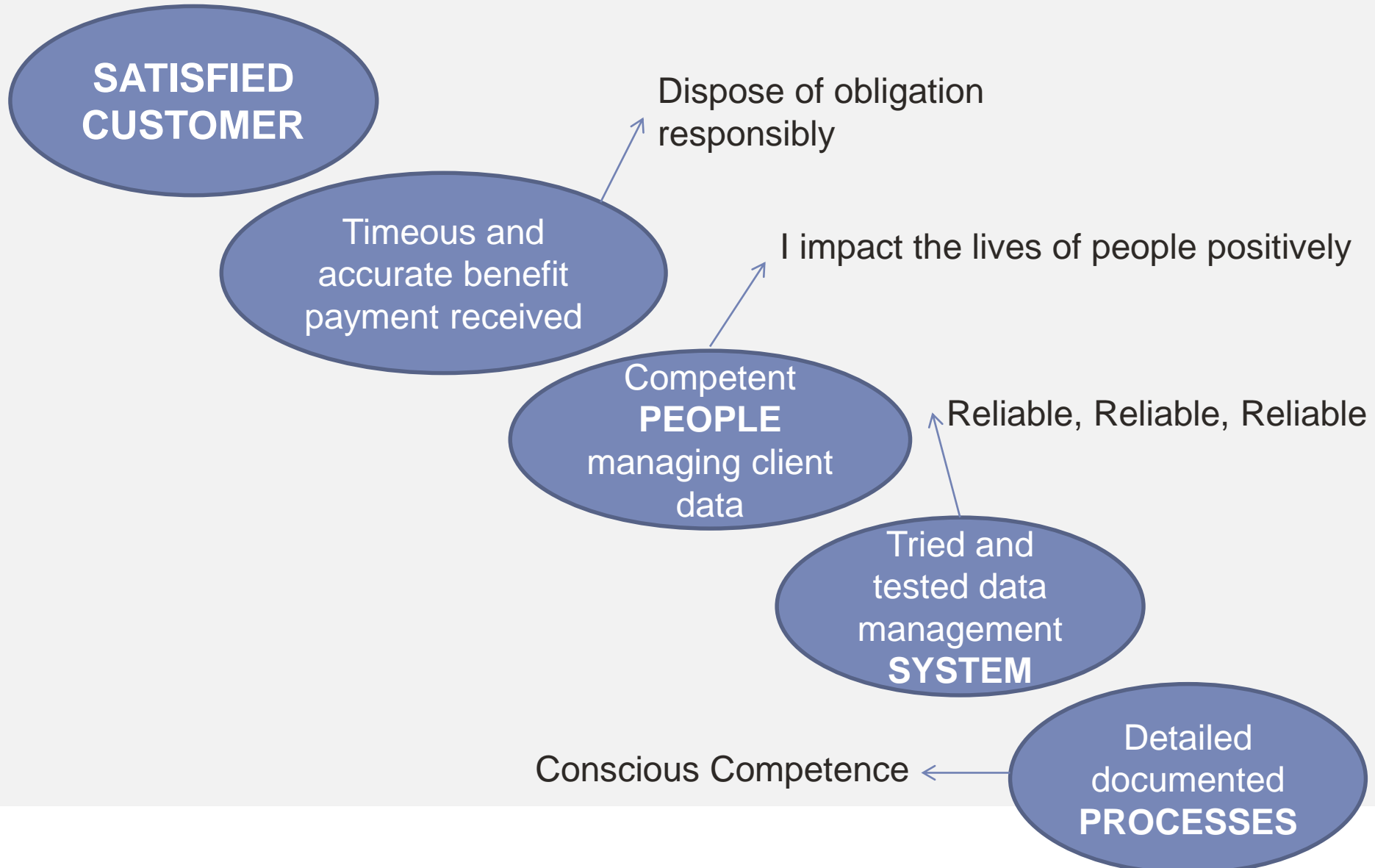


MANAGING DATA INTEGRITY RISK

Corporate Consciousness



KEEP THE END IN MIND



Strategic Partners – MONITOR, CHECK, VALIDATE

IN CONCLUSION....

- Data integrity brings about trust, contentment, security and protection to members
- There is confident acceptance of something (data) as accurate, complete, dependable and true.

Quality of (a) life could be determined by the quality of data in so many ways...

Thank you