

February 2004

Dear Member,

Business to Business Magazine rule changes

The ABC Council has ratified changes to the Business to Business Magazine Standard audit rules. **The latest rule book – 2004 Version 2 – incorporates these changes and will be available shortly to download from the ABC website www.abc.org.uk**

The rule changes were discussed and approved by the Business Press Specialist Committee. If you would like the Committee to review any current rule, or to consider any area where the rules may need development, please contact your Account Manager or the Director of Business to Business, Jan Pitt.

Telephone and internet requests

The requirement to retain separate files for telephone and internet requests captured individually (i.e. outside of a campaign) where they are keyed/inputted directly to a database is removed. Provision is made for the authorisation of overtime if additional testing is considered necessary in these circumstances. Note: Original interview/request forms where used and/or scripts must still be retained and made available for audit.. Effective immediately.

It is clarified that for requests received by e-mail, electronic or printed copies of the e-mail must be saved and made available for audit. Effective immediately.

Revised rules 12.6.5 and 12.6.7 are as follows:

12.6.5 Records to be retained for audit purposes for telephone requests

- A clear audit trail for all data collected by telephone must exist and be available at audit
- All interview/request forms
- All tape recordings if taken
- All invoices from the telecommunications companies involved if they itemise calls by telephone number.
- Electronic/hardcopy record of the data output of the system.
- For each telephone campaign:
 - Either the original interview/request form for each addressee must be retained;
 - Or
 - If keyed in electronically, a separate file must be retained for each campaign. (Note: This means data must not be keyed directly on to the database without a separate record being retained and available for audit)
- Invoices for all work undertaken by third party contractors must be available for inspection at audit

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- Original forms or scripts must be available at audit
- Where telephone requests have been captured individually (i.e. outside of a campaign) and they are keyed/inputted directly to a database, ABC may increase the level of checking back to the addressees. This may require the authorisation of an overtime approval form if it results in an over run on audit time.

12.6.7 Records to be retained for audit purposes for internet requests

- A clear audit trail for all data collected by internet must exist and be available at audit
- Electronic/hardcopy record of the data output of the system. E-mail requests received must be saved or printed and made available at audit
- For each internet/e-mail campaign (including batched downloads of data from publisher's website or from third party host/agent):
 - Either the original request form for each addressee must be retained;
Or
If keyed or inputted electronically, a separate file must be retained for each campaign. (Note: This means data must not be keyed or inputted directly on to the database without a separate record being retained and available for audit)
 - Invoices for all work undertaken by third party contractors must be available for inspection at audit
 - Original forms or scripts must be available at audit
- Where internet requests have been captured individually (i.e. outside of a campaign) and they are keyed/inputted directly to a database, ABC may increase the level of checking back to the addressees. This may require the authorisation of an overtime approval form if it results in an over run on audit time.

For more information or if you have any queries on this please contact your B2B Account Manager or me.

Yours sincerely,



Martin Hackett
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STOP PRESS

- Register for eAlerts on the ABC website www.abc.org.uk to receive free email notifications of newly issued certificates, audit reports, new registrations, resignations, cancellations, resolved complaints and exclusion notices issued by ABC
- 2004 training courses for B2B publishers and circulation staff now available – see overleaf

Train with ABC

Completing your B2B eReturn claim form and preparing for the audit

This entry level circulation auditing course is aimed at individuals new to ABC auditing. The course covers all categories of circulation and has particular emphasis on record keeping requirements and submitting your claim to ABC. The course is now computer aided, allowing delegates to have practical experience of the eReturn system.

Dates

Thursday 11th March	ABC Offices, Berkhamsted
Thursday 20th May	ABC Offices, Berkhamsted
Thursday 15th July	ABC Offices, Berkhamsted
Wednesday 20th October	ABC Offices, Berkhamsted

Advanced Controlled Circulation and Demographic Audits

This course is aimed at individuals looking to improve their controlled circulation claim and those looking to learn more about capturing, analysing and auditing demographic information. The course will cover topics such as:

- Increasing your requested circulation
- Designing request documents for capturing demographic data
- Database management of demographic information
- Standard with Demographic and Profile audits

Dates

Wednesday 3rd March	PPA Offices, London
Thursday 3rd June	PPA Offices, London
Thursday 28th October	PPA Offices, London

Each course costs £115 per delegate, are half days starting at 9.30 am, and are inclusive of a buffet lunch, giving you the opportunity to chat to other delegates and the ABC trainers. To reserve a place, please contact Sue Dent on 01442 200758 or sue.dent@abc.org.uk