

## Offline Data Marketplace - File Formatting Checklist

<b>FILE FORMATTING</b>	
All of the required columns are included in the exact order as listed, with no additional columns.	<input type="checkbox"/>
All of the column headers match exactly to what is listed.	<input type="checkbox"/>
Each record in a PII-based file contains at least one PII identifier.	<input type="checkbox"/>
Any additional PII for a given record is included on a separate row with the same Customer ID.	<input type="checkbox"/>
Fields do not have leading or trailing white space.	<input type="checkbox"/>
The file uses one of our allowed delimiters (commas, tabs, or pipes).	<input type="checkbox"/>
The file is one of our allowed file types (.csv, .tsv, .psv, or .txt).	<input type="checkbox"/>
The file was saved with UTF-8 encoding.	<input type="checkbox"/>
Fields are left blank if there is no data for the given row (do not include "N/A" or "null").	<input type="checkbox"/>
The file is rectangular.	<input type="checkbox"/>
<b>FILE ENCRYPTION &amp; COMPRESSION (OPTIONAL)</b>	
If file is encrypted, it's encrypted using GNU Privacy Guard (GPG) with LiveRamp's public key.	<input type="checkbox"/>
If file is compressed, it's compressed using gzip or Zip.	<input type="checkbox"/>
<b>FILE NAMING</b>	
File name does not include spaces or special characters such as: !, @, #, \$, %, [, ], :, {, }, ?, *, \.	<input type="checkbox"/>
File name does not start with a dot (.) or an underscore (_).	<input type="checkbox"/>
File name uses only ASCII characters.	<input type="checkbox"/>
File name is not longer than 250 characters.	<input type="checkbox"/>
File name includes the appropriate file extension.	<input type="checkbox"/>
If file is compressed, the uncompressed version has the correct file name and extension.	<input type="checkbox"/>
If sending multiple files, each file includes a numeric prefix after the description.	<input type="checkbox"/>
File name includes a brief Type of Data/Description and a Date/Timestamp.	<input type="checkbox"/>