



# WHY ARE WE USING CSV FILES?



## ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDfree:

The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs. We offer consumer classification data and interest data for 35 markets, covering 750+ M people across EMEA, Asia, Australia, and the Americas.

[www.globaldataresources.io](http://www.globaldataresources.io)

By following these guidelines, you can ensure that the postal code data in your CSV files remains accurate and consistent across various systems and applications.

## CSV (COMMA-SEPARATED VALUES)

CSV (Comma-Separated Values) files offer several advantages over Excel (.xlsx) files:

- **Universal Compatibility:** Almost all technical environments accept .csv files without any issues. CSV files can be opened by nearly any text editor or spreadsheet application, making them ideal for data exchange between different systems and software.
- **Data Integrity:** CSV files store data as-is, without any hidden formatting or macros that could potentially corrupt the data.
- **Lightweight:** CSV files are smaller than Excel files, resulting in faster transfers and requiring less storage space.
- **Simple Structure:** CSV files consist of plain text data, making them easy to read, edit, and process programmatically.

## IMPORTANT NOTE WHEN OPENING IN EXCEL: LEADING ZEROS IN CSV FILES

When working with CSV files containing postal codes or other data with leading zeros, it's crucial to be aware of the following:

- **Excel's Automatic Formatting:** When opening a CSV file in Excel, it automatically formats numeric data, which can lead to the removal of leading zeros. For instance, the postal code "01034" may appear as "1034".
- **Recommended Viewing Method:** To inspect CSV files without altering the data, we highly recommend opening them in a plain text editor:

> **On Windows:** Right-click the file, select "Open with," and choose Notepad.

> **On Mac:** Right-click the file, select "Open with," and choose TextEdit.

- **Preserving Data Integrity:** After inspecting the file in a text editor, close it without saving it to ensure the original data remains intact.
- **Excel Import Option:** If you need to work with the data in Excel while preserving leading zeros, use the "Data" > "From Text/CSV" import feature and set the column data type to "Text" during the import process.