Variant Naming Guide

DBA / Legal / Abbreviation Coverage for Privacy Filings

Why Variants Matter

Trade data platforms use various spellings, abbreviations, and legal entity names. Comprehensive variant coverage ensures all data points related to your entity are protected under your privacy filing.

Categories of Variants:

1. Legal Entity Names

â¢ Full registered legal name (e.g., "Acme Global Logistics Inc.")
â¢ Official suffixes (Inc., LLC, Corp., Ltd., S.A., GmbH)

2. Doing Business As (DBA) Names

â¢ Any names under which your company operates
â¢ Include all registered and commonly used DBAs

3. Common Abbreviations and Acronyms

â¢ Shortened versions (e.g., "AGL" for Acme Global Logistics)
â¢ Industry-standard abbreviations

4. Misspellings and Typographical Errors

â¢ Common misspellings in data (e.g., "Acmie" instead of "Acme")
â¢ Consider keyboard errors and phonetic variations

5. Parent/Subsidiary Names

â¢ Direct parent companies or key subsidiaries
â¢ Only if trade data might be linked to your operations

6. Historical Names

â¢ Previous legal names or DBAs your company operated under
â¢ Especially important if historical data is a concern

Example Variant List:

For "Acme Global Logistics Inc.":
â¢ Acme Global Logistics Inc. (Legal)
â¢ Acme Global Logistics (Common)
â¢ Acme Logistics (DBA)
â¢ AGL (Acronym)
â¢ Acmie Global Logistics (Misspelling)

Submission Process:

Provide a comprehensive list during intake. We will review and advise on additional variants for maximum coverage effectiveness.