### uniqueTag (Unique Value for Record)

This element specifies the contents of a given record within the specified external data source, in the column containing unique data for every record within the external data source. given external data source. This element is used in conjunction with the column (§) element to maintain a relationship [between](between.docx) the records within an external data source and a given merged WordprocessingML document.

The contents of this attribute shall be the base64-encoded value of the unique [tag](tag.docx) value as specified by the data source.

[Note: This information is necessary as part of a mail merge as records may be added or deleted from external data sources, and a means must be provided to maintain record-specific inclusion or exclusion data using the [active](active.docx) element (§) and the affected external data record when the WordprocessingML document is reconnected to the external data source irrespective of the ordering of the records within the external data source. end note]

[Example: Consider the following WordprocessingML fragment for the information about a single record in a source document for a mail merge:

<w:[recipientData](recipientData.docx)>

  <w:[active](active.docx) w:val="0" />

<w:[column](column.docx) w:val="12" />

  <w:uniqueTag w:val="258865469" />

</w:[recipientData](recipientData.docx)>

The external data record associated with this information is specified via the column in the external data source corresponding to the column element with a val attribute equal to 12, which contains a row whose value in this column has a value corresponding to the uniqueTag element with a val attribute equal to 258865469. This record will not be imported into the merged WordprocessingML document as the [active](active.docx) (§) element associated with the given external data record has a val attribute equal to 0.

In other words, when the specified external data source is connected to, the record within the thirteenth column of the external data source that has the contents 258865469, and not populate mapped fields in a merged document with data from that record. end example]

The possible values for this element are defined by the [XML](XML.docx) Schema base64Binary datatype.

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| Parent Elements |
| [recipientData](recipientData.docx) (§) |