United States Postal Service[®] Technical Specification

Informed Delivery[®] Mailer Onboarding Guide for Submitting eDoc Campaigns via *PostalOne!*[®]

Version 4.0

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1 Preface

This comprehensive technical specification outlines the steps and criteria for submitting Informed Delivery (ID) interactive campaigns via *PostalOne!* Electronic Documentation (eDocs).

This document has been prepared for commercial mailers, marketers, or Information Technology (IT) staff members who use mailing data to prepare or produce commercial mailings via *PostalOne!* Readers should already be familiar with the *PostalOne!* system, Mail.dat data communication options, and the DTAC Mail.dat[®] and Mail.XML[®] specifications. Please reference the **USPS[®] Technical Specifications for Mail.dat and Mail.xml** and the **DTAC Mail.dat resources** for more information about the *PostalOne!* environment.

USPS owns the following trademarks: Informed Delivery, Intelligent Mail[®], IM[®], IMb[®], *PostalOne!*, Postal Service[™], The Postal Service[®], USPS Marketing Mail[®], United States Postal Service[®], USPS[®], and ZIP Code[™].

The Delivery Technology Advocacy Council (DTAC) owns the following trademarks: Mail.XML and Mail.dat.

Email the USPS Informed Delivery eDoc Support Team at <u>USPSInformedDeliveryeDoc@usps.gov</u> with any questions or comments related to this guide.

1.1 Standard Operating Procedure – Onboarding

Step 1 – Support Contact Information

Informed Delivery Support Teams and Roles

Two USPS teams support ID. Application support roles for ID are outlined below.

ID eDoc - USPS Informed Delivery eDoc Team

The ID eDoc team responds to all eDoc *PostalOne!* Mail.dat & Mail.XML questions, including onboarding, testing, and production support. It also assists with issues around claiming the ID Promotion through PO!

IDPO - USPS Informed Delivery Program Office

The IDPO handles all general Informed Delivery and ID Mailer Campaign Portal related questions, including all general campaign questions related to supplemental content specifications and reporting.

Contact Email
USPSInformedDeliverveDoc@usps.gov
<u>USPSInformedDeliveryCampaigns@usps.gov</u>

Step 2 – Reference Materials

Review Reference Materials

Before conducting a *PostalOne!* Campaign, please review the materials on the <u>Informed Delivery for</u> <u>Business Mailers</u> website and the <u>Informed Delivery</u> page on PostalPro. Mailers can then direct technical and onboarding support questions regarding Mail.dat/Mail.XML to the Informed Delivery eDoc Team via the email provided above.

Informed Delivery Business Mailer Webpage

PostalOne! Technical Specifications

PostalOne! Informed Delivery Technical Specifications

DTAC Mail.dat Technical Specifications

DTAC Mail.XML Technical Specifications

Resource Location

https://www.usps.com/business/informeddelivery.htm

https://postalpro.usps.gov/mailing/techspecs

https://postalpro.usps.gov/mailings/idedocspecs

https://www.delivery-tech.org/mail-dat

https://www.delivery-tech.org/mail-xml

Step 3 – Send Email to USPS Informed Delivery eDoc Team

Email the Informed Delivery eDoc Team at <u>USPSInformedDeliveryeDoc@usps.gov</u> stating your intent to start testing Informed Delivery Campaigns using *PostalOne!* Please provide the following information:

- Point of contact name
- Phone number

Step 4 – Confirmation of Existing *PostalOne!* CAT Account(s)

Coordinate with your organization's IT or Business teams and with the USPS eDoc Team to determine if the mailer submitting the campaigns has previously participated in *PostalOne!* Customer Acceptance Testing (CAT).

- If the organization has not previously participated in PostalOne! CAT testing, then go to Step 5 to create a new CAT BCG account.
- If the organization has previously participated in PostalOne! CAT testing, then go to Step 6.

Step 5 – Set Up a New PostalOne! CAT Account

Request a new CAT *PostalOne!* account in the BCG by following the steps below. (Note: Production accounts cannot be used to test in the CAT system. You must have separate CAT credentials with a MID, CRID and permit in order to test in CAT. When you create a new account, use your location address so the system can generate a new CRID for your account. Do not attempt to use an existing CRID from PROD for this as it is most likely already assigned to another company/location.)

		Your Notes
1.	Visit the USPS BCG CAT Environment. (<u>https://gateway-cat.usps.com/eAdmin/view/signin</u>)	
2.	Create a BCG account:	
	1. Click the Sign Up button.	
	2. Create a username and password	
	3. Select security questions	
	4. Provide phone and email contact information	
	5. Provide company name, information, and address	
	For detailed instructions, see Section 2.1 – SOP for Creating a CAT BCG Account.	
3.	Once the above is completed, a BCG Business Account will be granted. The user will be automatically assigned a mailer Customer Registration Identification (CRID) and Mailer ID (MID). (Note: The CRID and MID are only for use in CAT and cannot be used in the Production environment.)	
4.	After completing step 3, your CRID and MID credentials will appear on the application interface. Additionally, a confirmation of the credentials will be sent to the registered email address on file. Make note of all of these credentials below or in the Your Notes section.	
5.	If you are not the BSA, you may need to wait for approval from your assigned BSA before you can use the new CAT BCG account. Contact <u>MSSC@usps.gov</u> if you need assistance with this.	

- 6. Email the Informed Delivery eDoc Team with the following information:
 - CRID:
 - MID:
 - Company Name:
 - Address:
 - Point of Contact:
- 7. Create your test permit account.

For directions of this process, see Section 2.2 – SOP for Creating a CAT Permit.

- Send your permit information to <u>USPSInformedDeliveryeDoc@usps.gov</u>. Include the following information:
 - Permit #
 - Permit Type
 - Permit Address (Including ZIP Code™)
- **9.** The USPS Informed Delivery eDoc Team will fund and pay the fees associated with the test permit and email you when the account is ready for testing.
- **10.** The CRID, MID, and Permit Account Number information can now be used to prepare and submit Mail.dat or Mail.XML jobs with Informed Delivery campaigns to *PostalOne!* CAT.
- The PostalOne! CAT MDR client can be downloaded from the CAT BCG website (Other Services: PostalOne! eDoc Submission).
- **12.** Contact the Informed Delivery eDoc Team after submitting test jobs. They will validate the eDoc data and provide feedback if there are any errors.

Step 6 – Use existing PostalOne! CAT Account

If your organization has participated in *PostalOne!* CAT testing before, please acquire your organization's *PostalOne!* CAT credentials and note them below. If the credentials are not accessible (the responsible party no longer works at your company or password is not known), contact <u>MSSC@usps.gov</u> for assistance.

- Username
- Password
- Customer Registration ID (CRID)
- Mailer ID (MID)
- Permit Account Number
- ZIP Code™ related the Permit



NOTE: If you are not able to obtain the previously created account information, then a new one will need to be created. See **Section 2.1 – SOP for Creating a CAT BCG Account**.

2 Creating a CAT BCG Account and Permit for Testing

2.1 SOP for Creating a CAT BCG Account

Step 1. Go to https://gateway-cat.usps.com/eAdmin/view/signin

Step 2. Click the Sign Up for the BCG button.



Step 3. Select a username to enter in the *Pick a Username* box. Enter your Password and fill out the security question information.

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Back to Business Customer Gateway Q English -	Customer Service Q USPS Mobile		1 Sign In				
Postal service Business Customer	Gateway						
Create Your USPS.com	Business Account						
Step 1: Pick a username	- Username @						
Please enter a username which will uniquely identify you with the United States Postal Service.	MyUserName						
- indicates a required field							÷
Step 2: Enter your security information	Pick a Password						redback
Please create a password for your account. We highly recommend you create a unique password							<u>1</u>
- one that you don't use for other websites.	- Re-Type Password						
 indicates a required field 							
	Passwords must be at least 8 characters in length and include at least one uppercase letter, one lowercase letter, and one number. They are case-sensitive and cannot include your usemanie or more than two consecutive identical characters. $\overline{0}$						
Please answer two secret questions. Answers are	Pick Two Security Questions						
not case-sensitive. If your forget your password, you will be asked for this information to re-gain access to our site.	First Security Question In what city were you born?	Second Security Question What is the name of your pet?	~				
			_				

Step 4. Enter contact information for the account.

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Step 3; Enter your contact information Please review and edit your contact information	Name Title Select	Email & Phone - Email Address @ myEmail@something.com		
for your USPS account - indicates a required field	- First Name	- Re-Type Email Address		
	MJ.	- Тре · Phone Ø Бк. US · 2026360000 [1123]		
	- Last Name	Mobile (U.S. Only)		eedback
	Suffix Select	Can we contact you? Get communications from USPS and our partners. © I room USPS		
		From USPS Partners		
Step 4: Find address by Please enter the address so USPS can find the best deliverable option for you.	Please choose how you would like to find your a Address O ZpCode ^{te} O Company Identifier	address		
Step 5: Find by address	Enter your address			

Step 5. Enter address Information for the account, then click Verify Address button.

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C in https://catpx-custreg.usps.com/e Step 5: Find by address If lout all the required fields and validate your address so it can be verified as a valid delivery address. Indicates a required field	triteg/RegistrationBusinessAction_input Enter your address Country UNITED STATES Company Name USPB Company Name S00 Brentwood Rd NE S00 Brentwood Rd NE AptSutacOther Chy Wahington State DC - District of Columbia IDC -		10	Z=	<u>1</u>		Feedback

Step 6. Choose one of the valid mailing addresses on the right under *Possible Addresses* by clicking the radio button next to the address and clicking **Continue**.

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				Step 5: Find by address Fill out all the required fields and valida address so it can be verified as a valid address. • indicates a required field	te your delivery	Please choose a valit The address you provi have different ZIP+4 C Original Address: 0 00 Brentwood RI NE Wahington DC 20068	I mailing location ded corresponds to a nu odes. Please choose a n	nber of more specific addresses, some of w ore specific address from the list provided b Possible Addresses:	hic i may ielcw.					Feedback
				■USPS.COM [®]										
				HELPFUL LINKS Contact Us	ON ABOUT.USPS. About USPS Home	e COM	OTHER USPS SITES Business Customer Gateway	LEGAL INFORMATION Privacy Policy						
				Site Index	Newsroom		Postal Inspectors	Terms of Use						
				FAQs	USPS Service Upd	iates	Inspector General	FOIA						
				USPS JOBS	Forms & Publicatio	ons	Postal Explorer	No FEAR Act EEO Data						
				Careers	Government Servi	C63	Resources for Developers							
							PostalPro							
							USDS Customer Date Diel							

Step 7. Choose an existing record ONLY if it matches the original address you entered by clicking on the radio button to the left of the address under *Existing Records*. If none of them match, click the radio button next to Original Address. Click **Continue**.

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				Step 5: Find by address Fill out all the required fields and valida address so it can be verified as a valid address. • indicates a required field	te your The delivery ther	Isting Company? In company information are review existing re- inginal Address: USPS BOD BRENTWOOD FID NE WASHINGTON DC 20086- Back Cor	n you submitted seems cords and if you can fi Button. 0001	a to be similar to one of our existing company nd a matching record, please select the best of Existing Records: USPS SOB BRENTWOOD PD NE WASHINGTON DC 20086-9998 CRID: 589435 Affliated Users: 5 CRID: Cestion Date: 10/21/2006 USPS SOB BRENTWOOD PD NE WASHINGTON DC 20086-0001 CRID: 94918701 Affliated Users: 1 CRID: Part Provider Date: 6/18/2019	records. option and				Feedback
				HELPFULLINKS Contact Us Eine Index FACs USPB JOBS Careers	ON ABOUTJUSPS.COM About USPS Home Newsroom USPS Service Updates Forms & Publications Government Services		OTHER USPS SITES Business Customer Gateway Pastal Impactors Pastal Explorer National Postal Museum Resources for Developers Postal	LEDAL INFORMATION Primery Delicy Terms of Usa FOIA No FEAR Act EEO Data					

Step 8. Review the privacy policy and acknowledge it by clicking Create Account.

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				Step 5: Find by address Fill out all the required fields and valid address so it can be verified as a valid address. • indicates a required field	date your id delivery	Your address has bee We were unable to ver be available for your ur Support 900 BRENTWOO WASHINGTON D Change this address	n accepted: fy this address. You are able se. DD RD NE DC 20066-9998	to continue, however, some on-line servicer	s may not				
					C	Create Account							Feedback
						Prease feed out pro Privacy Act Statement: Vo the administration of Intern Providing the Information i your information to third pu or as legally required. This financial entities regarding enforcement, as required to (service providers). For mo Privacy Policy link at the b	ear youry, information will be used to faoliti- tet-based services or features. Col- s voluntary, but if not provided, we trites without your consent, except includes the following limited circus, financial transaction issues; to a U if we or in legal proceedings, and re information regarding our privac ottom of this page.	ate online registration, provide enrolliment capabilit lection in authorized by 39 U.S.C. 401, 403, & 404, may not process your registration request. We do to facilitate the transaction, to act on your behalt S. S Postal Service audiors to entitues, including jaus to contractors and other entities aiding us to fulfill y policies visit www.usps.com/privacypolicy or see	y, and for not disclose or request, f; to r the service e our				
				≥ USPS.COM [®]									
				HELPFUL LINKS Contact Us	ON ABOUT.USPS About USPS Hom	LCOM IB	OTHER USPS SITES Business Customer Gateway	LEGAL INFORMATION Privacy Policy					

Step 9. If account creation is successful, the screen will display "*And you're registered!*" Wait for the page to be redirected. This will take a few seconds.

$\leftarrow \rightarrow \ C \ \forall$	https://catpx-custreg.us	sps.com/entreg/secure/Re	gistrationSuccessAction_inpu	it	P	ê î≡	Ē	••••
	Back to Business Customer Gateway	English - O Customer Service	JSPS Mobile		💄 Hi, John ·			
	POSTAL SERVICE Business Co	ustomer Gateway						
[And you're registe Check your inbox for an email with You've registered the username cat Now, you'll be directed to your accou	ered! details on your new account. tester009. nt, where you can explore its tools	k.					Feedback
	EUSPS.COM HELPFUL LINKS Control Us Sittle Index. FAGe USP 5-JOBS Careers	ON ABOUTUSPB.COM About USP5 Nome Newsroom USP5 Service Updates Farms & Publications Government Services	OTHER USPS SITES Business Castonier Datway Postal Inspectors Postal Explorer Nationa Postal Monitori Resources for Developers Pandalino	LEGAL INFORMATION Privacy Policy Terms of Use FOIA No FEAR Act EEO Data				

Step 10. You will be redirected to the below screen to verify your account information. Review your account information and the *Terms and Conditions* carefully. If you are asked to agree to become the BSA for any services that do not have one assigned, make sure you select **Yes**. Click the **Continue** button.

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← → C û î https://gateway-	caturess.com/eAdmin/action/multiuser?CRID=3584358dfow=GS year to ware term the main of the top	ର 🔓	£=	Ð		
	and consent to any future updates. Continue Continue Listus: On Units con On Associations con Ones uper stris					_
	Privacy Policy Operannent Devices About UDPO Home Business Customer Generally		_		_	

Step 11. You will be brought the final page "You're signed up!" Make note of your new CRID and MID, then click **Continue** at the bottom of the screen.

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	BUSINESS CUSTOMER GATEWAY	Home Halt	o Johnt					
	Mailing Services Shipping Services HCR Services Additional Services	Alerts Pending Requests & Manage Account + USPS.com	Help					
	Register Your Annual 0	letting filterted You've eigned up!						
	You're Signed Up! Congestulations, your account is set up with business services. Browne heat of one process as set allow. Hears access a set offerent employees may need access to different services. The access a re-	means that you can see and use it freely. Depending on your company's n guiated by the Business Service Administrator (BSA) of each service.	eeda,					
	Your Business Location: USPS 900 BRUTHYOOD RD NE WASHINGTON, DC 30006-9998 UNITED STREES CRID 384456 () Add s Location	The following titler () MO() is currently assigned to the basiness location: SHIDTHS ()						
	Sanina							
	Gustomer Label Distribution System (CLDS) - Order bulk, collated or DMA	f labels online.						
	Every Door Direct Mail - FOOM is designed to help you reach every home	every articless, every time						
	Intelligent Mail Small Business (Mah) Tod - Produce the Mh for your mail	inna						
	Parcel Return Service (PRS) Authorization Letter* - PRS Authorization Let	ter allows PRS partners to manage authorization letters for parcel returns. (D.					
	Premium Forwarding Service Local ^{TMP} - Schedule require redirect of mail	from a PO Box to a Street Address serviced by the same facility (7)	-					
	Printer Directory" - USPS Printer Directory (0)							
		Get Access to Additional Se	ervices					
	You have requests that need your attention. Some services that have to	een requested did not get approved						
	Service	Status	<u>^</u>					
	Click-N-Ship Business Profile	Pending BSA Ø						
	Customer/Supplier Agreements (CSAa)	Pending BSA Ø						
	Electronic Verification Service (eVS)	Pending BSA Ø						

Step 12. You will then be brought to the main CAT BCG page.

\leftarrow \rightarrow C $\widehat{\alpha}$ $\stackrel{e}{\odot}$ https://gateway-cat.usps.com/eAdmin/action	tion/homepage/homePagel	Landing	Q 60	£≣	Ð	۲	••
BUSINESS CUSTOMER G		Home Hello John'		-	-	-	
Welcome, John Doe	0.1						Т
UBPS (358439), 900 BRENTWOOD RD NE, VINSHINGTO	ON, DC 20086-8988	Next Permit Fee: 1010-100000 Perganal Perganal Access.					
Account Overview	Mailer Scorecard Access to the Manage Mailing Activity (MAV) a regulard for the Information. Request access to the Manage Mailing Activity.	No Ferofile Services No Jean Int and any function services to your account. Add Parontee					
Recent Mailings	Access to the Manage Mailing Activity (MMA) is rec Manage Mailing Activity.	uived for this information. Request access to the					
Entrand Delver Detaily prevents your neal with Informed Delvery	Hormed Viability Reservements into Mark Tacking & Resources with Indoned Viability	Entergine Payment System The Intergene Payment System The Intergene Payment System And Annual System Security					

You are now all set up with your BCG account!

2.1.1 BSA Information

If you select **No** to the question agreeing to be the BSA for any services that do not already have a BSA, your request will be pending until the BSA approves it. If no BSA is assigned, the request will never be approved. If available, you should always select **Yes** in case a BSA has not yet been assigned.

If you are the first user to request a service for your location, you can become the Business Service Administrator (BSA) of that service; you would be responsible for managing that service for any future users, controlling who can and cannot use it at your business location.
Do you agree to become the BSA for any service that doesn't already have one assigned?
O Yes
O No
By clicking Continue you agree to the terms and conditions of the Business Customer Gateway and consent to any futur updates.

If a **BSA** is already assigned, you can find out who the BSA is by navigating to **Manage Account – Manage Services**, under **Manage Mailing Activity**. Click on **Not You** next to **Manage Mailing Activity** to see the name of the assigned BSA.

Service ~	Status v	BSA () ~
Manage Mailing Activity	Pending BSA 🕜	Not You Cancel

2.2 SOP for Creating a CAT Permit in BCG

Step 1. Go to https://gateway-cat.usps.com/eAdmin/view/signin

Step 2. Click on the Sign in to the BCG button.

https://gateway-cat.usps.com/eAdm	in/view/signin		*	£≣	¢	۲	
 BUSINESS CUSTOMER	GATEWAY	USPS.com Help					
USPS [®] Business Customer Gatew Find and manage USPS® see	yay nvices for your business.	Sign in to the BCG Sign up for the BCG					
	調	Ð					
Mailers Save time and money managing your mailings online. Get your message where you need it to go with Every Door Direct Mail. Use the Intelligent Mail Small Business Tool to manage your mail stream and maximize your discount.	Shippers Utilize Cilck-N-Ship Business Pro™ as an End-to-end solution for businesses for hill first daily shipping needs. Schedule regular reehigment of mail from one or more addresses to a chosen destination with Premium Forwarding Service Commercial™	Business Sign up for USPS Promotions and Incentives, save money with Automation Discounts. Take advantage of Informed Visibility, which providees mail tracking data for letters, flats, bundles, handling units, and containers.					
See full list of Mailing Services +	See full list of Shipping Services +	See full list of Business Services +					
USPS Returns [®] Services Returns Are Inevitable, Give your cus way to ship items back with USPS.	tomers an easy						

Step 3. Enter the username and password for the CAT BCG credentials you just set up in the previous section (or existing credentials that you may have access to for CAT BCG).

G Back to Business Customer Gateway		
≥ BUSINESS CUSTOMER	<i>GΔΤΕΨΔΥ</i>	
		Access Your Account Enter Your Username & Password @ Indicates a required field Username
USPS® Business Custo Gateway Find and manage USPS® services for your busin	omer	* Password Sign In
Image: State of the state o	Versaca USPR.com Hero Welcome, BCG User! Here's what's happening today. 95 31	Eorgot your username? () Forgot your password? () The United States Postal Service is serious about protecting your personal information. For added security, please consider changing your password periodically. Sign Up

\leftarrow \rightarrow C \textcircled{a} \textcircled{b} https://gatew	ay-cat.usps.com/eAdmin/act	tion/homepage/homePageL	anding	Q	îo î≞	Ē	۲	
	Mailing Services Strang Services HCR Services	ATEWAY	Home Hello John I questa 🤱 Menege Account + USPS.com Help				_	1
	USPS (565435), 900 BRENTWOOD RD NE, WASHINGTO	N, DC 20066-9998	Next Permit Fee: Mittle Access Required. Request Access.					
	Account Overview	Mailer Scorecard Access to the Manage Mailing Activity (MM) is regulard for this information. Request access to the Manage Mailing Activity.	No Favorite Sanices No travels any favorite annices to your account. Add Favorites					
	Recent Mailings	Access to the Manage Mailing Activity (MMA) is required and a second to the Manage Mailing Activity.	ired for this information. Request access to the					
	Informed Delivery Digitally preview; such mail with Informed Delivery	Enformed Vability Access real line Mail Tacking & Reporting until Informed Vability	Enterprise Payment System Browners Payment System for emerges Payment System is New Pay and mensage account					

Step 4. Click on Mailing Services from the top menu bar.

Step 5. Select *GO TO SERVICES* from the **Manage Permits** (*PostalOne!*) option. (This will be a green *GO TO SERVICES* button, but it may be pending approval if you are not the BSA for your organization. Contact <u>PostalOne@usps.gov</u> for assistance if you cannot access this service.)

Electronic Data Exchange (PostalOne!) more info >	Go to Service
+ Enhanced Barcode Diagnostics more info >	Get Access
	Go to Service
+ Incentive Programs more info >	Go to Service
+ Informed Visibility more info >	Go to Service
+ Intelligent Mail Small Business (IMsb) Tool more info >	Go to Service
	Go to Service
+ Mailer Visibility more info >	Get Access
+ Mailing Reports (PostalOne!) more info >	Go to Service
Manage Permits (PostalOne!) more info >	Go to Service
	Get Access
Postal Wizard (PostalOne!) more info >	Go to Service

Step 6. You will be brought to a page that lists all associated business locations for your account (see below). Click on the name of the location you would like to create a permit for listed under *Associated Business Locations.*

UNITED STATES POSTAL SERVICE®							
Manage Mailing Activity	Associated Business Locations						
> Home	The Manage Permits service allows you t	o view and/or ma	anage permit data for your authorized Po	stalOne! locations.			
Summary					Set Los	r Balance Alert	Receive Fee Notice
Balance and Fees	Name	CRID	Address	City	State/Province	ZIP/Postal Code	Country
Postal Wizard	AUTOMATED MAILING SYSTEMS	4430796	475 LENFANT PLZ SW STE 3	WASHINGTON	DC	20260-0004	UNITED STATES
Electronic Data Exchange	Mailing Company D	94539997	555 Test Street	Reading	PA	19540	UNITED STATES
-	CAAJUN'S HOUSE OF WINGS	94611112	808 9TH ST SE	ROANOKE	VA	24013	UNITED STATES
Mailing Reports	PIZZA AND PETS - AURORA	94612161	22247 E CALHOUN PL	AURORA	CO	80016-2362	UNITED STATES
Dashboard	PIZZA AND PETS - TUCSON	94612162	9150 N SHADOW MOUNTAIN DR	TUCSON	AZ	85704-6742	UNITED STATES
Manage Permits	PIZZA AND PETS - EFFINGHAM	94612172	1104 S WILLOW ST	EFFINGHAM	IL	62401-4043	UNITED STATES
indiago r cinito	PRODING CATS	94645784	875 10TH ST NW APT 201	WASHINGTON	DC	20001-5158	UNITED STATES
Visb Tool	вноот	94771545	230 W 200 S	SALT LAKE CITY	UT	84101-1337	UNITED STATES
-VS Customer	PIZZA AND PETS	94791787	410 N SILVER ST	OLNEY	IL	62450-3648	UNITED STATES
	Virtual Services by Tracy	94797925	100 S REYNOLDS ST APT 701	ALEXANDRIA	VA	22304-3176	UNITED STATES
VS Monthly Account and ampling Summary	SKYLINE	94800461	23 W 200 S	SALT LAKE CITY	UT	84101	UNITED STATES
eVS/PRS Dashboard							
Manifest Search							
Mailer ID Report							
Third Party Billing Reports							
Dispute Queue							
eVS Alerts							
Print and Deliver Return Label Service							
PRS Customer							

Step 7. Select Permit Creation

VINITED STATES		н
ssociated Business Location:	s > Business Location Information	
Manage Mailing Activity	Business Location mormatic	
> Home	View and manage business location	profile information.
> Summary	Name:	SKVITNE
» Balance and Fees	CRID:	94800461
Postal Wizard	Address:	23 W 200 S
Electronic Data Exchange	City:	SALT LAKE CITY
Molling Doporto	State/Province:	UT
maning reports	ZIP/Postal Code:	84101
Dashboard	Country:	UNITED STATES
Manage Permits	Mail Facility ID:	
IMsb Tool	Discounts and Rebates:	
e-VS Customer	eVS Participant:	
e-VS Monthly Account and	PRS Participant:	
Sampling Summary	Web Service Enabled:	
eVS/PRS Dashboard	Mail Service Provider:	
Manifest Search	By/For Verification Threshold (%):	
Mailer ID Report	Seamless Account Option:	None
Third Party Billing Reports	Permit Profile Permit Creation	Permit Validation Contact Information Manage Additional Info Nonprofit Profile
Dispute Queue	Permit Search Form	
eVS Alerts	All the permits linked to the select	ted business location are displayed below the search form. Use the below search to find the specific permits within the displayed result set.
Print and Deliver Return	Permit No:	is V
Label Service	Permit Type:	
PRS Customer	Permit City:	is 🔻
PRS Monthly Account and Sampling Summary	State:	

Step 8. Click Skip Intro, Create Permit

> Balance and Fees	CRID:	94800461					
Postal Wizard	Address:	23 W 200 S					
> Electronic Data Exchange	City:	SALT LAKE CITY					
» Mailing Reports	State/Province:	UT					
Dashboard	ZIP/Postal Code:	84101					
Manage Demile	Country:	UNITED STATES					
> Manage Permits	Mail Facility ID:						
> IMsb Tool	Discounts and Rebates:						
e-VS Customer	eVS Participant:						
e-VS Monthly Account and Operation Operation	Web Service Enabled						
Sampling Summary	Mail Service Enabled:						
» eVS/PRS Dashboard	By/For Verification Threshold (%):						
Manifest Search	Seamless Account Ontion:	None					
Mailer ID Report	oranioor Account option	- None					
> Third Party Billing Reports	Permit Profile Permit Creation	Permit Validation Contact Information	Manage Additional Info Nonp	rofit Profile			
» Dispute Queue			· · ·				
» eVS Alerts	New to Permits?		Mailing packages?		Already know yo	our options?	
Print and Deliver Return Label Service	USPS facilitates commercial mailing We will help you choose the best m	gs with a mailing permit. ailing option for your business needs.	If you plan to electronically manifest shipping Service programs.	our packages, click here to enroll in one of our	Skip introduction and s	art creating permit.	
PRS Customer	_						
PRS Monthly Account and Sampling Summary	W	alk-me Through	Onli	ne Enrollment	1	Skip Intro, Create Permit	
» eVS/PRS Dashboard							
Manifest Search							
> Mailer ID Report					•		
» Print and Deliver Return Label Service							
SBP Customer							
> SBP Monthly Account and Sampling Summany							

Step 9. Select a radio button for the desired permit type

Step 10. Click on *I accept the terms*

Step 11. Click Continue

VINITED STATES POSTAL SERVICE®						HOME C
ssociated Business Locations >	Business Location Information > Permit	Creation				
Manage Mailing Activity	Permit Type	Post Office	Contact Information	Fees	Review	Success
> Home	Select a permit type that you would like	e to apply:				0
Summary						-
Balance and Fees	OUTGOING PERMITS: If the second sec					
Postal Wizard	MT - Metered					
Electronic Data Exchange	PC - Precanceled					
Mailing Reports	RETURN PERMITS:					
Dashboard	MR - Return Services					
Manage Permits						
IMsb Tool	PI - Shipping Products Permit *	•				
e-VS Customer	* PI - Shipping Products Permit c	an be used for Outbound and Return Do	omestic Parcels only. No fees apply.			
 e-VS Monthly Account and Sampling Summary 	Terms of use					
» eVS/PRS Dashboard	The 11000 merced and 1	() () () () () () () () () ()				
Manifest Search	The USPS may cancel a permit	for any of these reasons:				
Mailer ID Report	 The permit holder refuse The permit holder fails to 	s to accept and pay postage and fees (i b keep sufficient funds in the advance do	f applicable). eposit account to cover postage and fees.			
Third Party Billing Reports	The presenter consistent	ly provides incorrect information and is	unwilling or unable to correct the problem.			
Dispute Queue	The presenter continually	r fails to meet the necessary mailing sta	andards.			
eVS Alerts	Laccont the terms					
Print and Deliver Return Label Service	- raccept me terms					Continue >
PRS Customer						
> PRS Monthly Account and Sampling Summary						-

Step 12. Select a State and City from the dropdown menus

Step 13. Select the radio button for the USPS location for mail drop off

Step 14. Click Continue

POSTAL SERVICE.						HOME
Associated Business Locations	> Business Location Information > Permit (Creation				
Manage Mailing Activity	Permit Type	Post Office	Contact Information	Fees	Review	Success
> Home	Generally, you must hold a mailing pe	ermit and pay an annual mailing fee a	t every Post Office where you want to ente	er and pay for your mail.		2
Summary	Pick a State and City to find Post Offic	ces:				
> Balance and Fees		MACHINGTON	-			
» Postal Wizard	State: DC V	City: WASHINGTON	T			
> Electronic Data Exchange	Select a USPS location below where y	rou will be presenting mail for this per	mit.			
Mailing Reports	900 BRENTWOOD RD NE					
> Dashboard	WASHINGTON, DC 20018-9992					< Previous Continue >
> Manage Permits						-
> IMsb Tool						
e-VS Customer						
 e-VS Monthly Account and Sampling Summary 					•	
eVS/PRS Dashboard						
Manifest Search						
> Mailer ID Report						
> Third Party Billing Reports						
» Dispute Queue						
> eVS Alerts						
Print and Deliver Return Label Service						

Step 15. Click Continue

Business Locations > Business Locations > Bernit Type Pent Office Contact Information Permit Creation Mailing Activity Permit Type Pent Office Contact Information Persis SkryLINE Permit Type Pent Office Contact Information Persis SkryLINE Permit Type SkryLINE SkryLINE SkryLINE SkryL	TED STΔTES TΔL SERVICE®						HOME CU
Permit Type Permit Type Permit Type Permit Type Permit Type Contact Information any ary ce and Fees SKYLINE SKYLINE SKYLINE SKYLINE SKYLINE Cathor SHOULD SHOULD SHOULD SKYLINE SKYLINE Cathor SHOULD SHOULD SHOULD SHOULD SHOULD Should Shou	1 Business Locations >	Business Location Information > Permit (Creation				
Image: SKYLINE many CRU: 9480461 Address: 23 V 200 S City: SLIT LAKE CITY State/Province: UT Ing Reports Address: Abords State/Province: UT UT ZIPPostalCode: S4101 County: UNTED STATES Please note that by editing contact information. Preses note that by editing contact information. Stotabard ping Summary Press Presson: Azfar Mostafa Phone: To300000 Email: azfar j.mostafa@usps gov (Cretions: Continue > Cretions: Continue >	age Mailing Activity	Permit Type	Post Office	Contact Information	Fees	Review	Success
Mmfe: SKYLIAE ance and Fees SKYLIAE ance and Fees 23 W 200 S tall WCard City: talk WCard SLY LAE CTY torinic Jale Evolutions UT zipPostalCode: S410 I Country: UT zipPostalCode: S410 I Country: UTTE STATES Pease note that by editing contact information, all permits associated with the CRID and same Post Office will Norther Pease note that by editing contact information, all permits associated with the CRID and same Post Office will Norther Rother Bothoard To3000000 Email: azfar i mostafa@usps.gov	me	.					
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ostal Witzard City: SAT LAKE CITY setonic Data Exchange UT Sate/Povince: UT aing Reports 84101 County: UNITED STATES setonard Visiting contact information, all permits associated with the CRID and same Post Office will have the updated contact information. Please note that by editing contact information. Visiting Summary Visiting Contact Person: Azfar Mostafa Visiting Sammary Riser Addition (Contact Person: Azfar Mostafa Visiting Sammary Contact Person: Azfar Mostafa Visiting Sammary Contact Person: Cafar Mostafa Visiting Contact Not Conta	alance and Fees	Address:	23 W 200 S				
Identic Data Exchange State Province: ut Aaling Reports 94101 Country: 011 Tanage Permis UNITED STATES Please note that by editing contact. Information, all permits associated with the CRID and same Post. Office will make the updated contact information, all permits associated with the CRID and same Post. Office will make the updated contact information, all permits associated with the CRID and same Post. Office will make the updated contact information, all permits associated with the CRID and same Post. Office will make the updated contact information, all permits associated with the CRID and same Post. Office will make the updated contact information, all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all permits associated with the CRID and same Post. Office will make the updated contact information all per	Postal Wizard	City:	SALT LAKE CITY				
Implementation 84101 Bankboard Country: UNITED STATES Bankboard UNITED STATES Markboard Please note that by editing countat information, all permits associated with the CRID and same Post Office will VS Customer Azfar Mostafa VS/PRO StathCoot Azfar Mostafa Implementation T03000000 Email: azfar j mostafa@usps gov	Electronic Data Exchange	State/Province:	UT				
Randing Reginds Country: UNITED STATES Deshboard Namage Remits Manage Remits Please note that by editing contact information, all permits associated with the CRID and same Post Office will have the updated contact information. More Tool Contact Person: EVS Customer Aziar Mostafa EVS Monthly Account and Sampling Summary Rolard Farging Sov VSIPRS Dashboard Aziar j mostafa@usps gov	Mailing Reports	ZIP/PostalCode:	84101				
Vachage Permits Pease note that by editing contact information, all permits associated with the CRID and same Post Office will Marage Permits Pease note that by editing contact information, all permits associated with the CRID and same Post Office will VS Customer Contact Person: Acfar Mostafa Phone: 703000000 Pease VS/PRS Dashboard acfar j mostafa@usps gov Continue > 1	tailing Reports	Country:	UNITED STATES				
Vanage Perints Prese filed e utility (or lited in from field on the filed on th	Dashboard	Disass note that by adding contr	act information all normits accordated with the CDU	C and same Past Office will			
Add Tool Azfar Mostafa VS Customer Azfar Mostafa YS Customer Phone: YS Customer 703000000 Email: azfar j mostafa@usps gov Starbaard VSPRS Dathboard Karl No starbaard Starbaard VS PRS Dathboard VS PRS Dathboard Starbaard VS PRS Dathboard VS PROVING Software V	lanage Permits	have the updated contact inform	ation.	o and same post onice will			
e VS Customer e VS Monthy Account and Sampling Summary VS/RFRD Dashboard Wanifet Search Maler ID Report Third Party Billing Reports	IMsb Tool	Contact Person:	Azfar Mostafa				
e YS Monthy Account and Sampling Summary e YSIFRS Dashboard Waller ID Report Third Party Billing Reports	e-VS Customer	Phone:	703000000				
	e-VS Monthly Account and	Email:	azfar.j.mostafa@usps.gov				
VS:FR5 Dashbard Manifest Search Maler ID Report Third Party Billing Reports	Sampling Summary	-					< Previous Continue >
Manifest Search Waler ID Report Third Party Billing Reports	VS/PRS Dashboard						
Mailer ID Report Third Party Billing Reports	Manifest Search						
Third Party Billing Reports	Mailer ID Report						
	Third Party Billing Reports						•

Step 16. Click Continue

	Decenit Tune	Dent Office	Contrast Information	6 mm	Designer	P	
Manage Mailing Activity	Permit type	Post Unice	Condict information	1668	Review	auccess	-
Home							5
Rummany	Permit Imprint Application Fee						
	Application Fee: \$225.00						
Balance and Fees	There is a fee to apply for a permit to mail	il with Permit Imprint. This one-time only fe	ee pays for setting up your permit account. The permit in	print application fee is due whe	en you turn in your applica	tion for a permit imprint.	
Postal Wizard	The nermit application fee and the application	i fees for each permit account type are no	e-refundable				
Electronic Data Exchange							-
Malino Reports	Account type/Fee	and allows you to may from one Bart Off	to far and upper This fee is constally from application for	a and nacions			-
the second s	The annual manning law (per 12 month per		ce les ene year. The new la separate nom approachen new	a mine protoge.			
Dashboard	Below is a list of Outgoing mail account ty	ypes and the annual fees.					
Vanage Permits	The permit and maning sees are gene	rally non-refundable.				_	
ann ann		Mailing Fee		Fee Amount			
MSD TOOL	FIRST CLASS PRESORT		\$225.00				
-VS Customer	USPS MARKETING MAIL		\$225.00				
100 Block Account and	PARCEL SELECT		\$0.00				
B-VS Monthey Account and Samriling Summary	PRESORTED MEDIA MAIL		\$0.00				
oundry ourmany	PRESORT LIBRARY MAIL		\$0.00				
eVS/PRS Dashboard	BPM DESTINATION ENTRY FLATS		\$225.00				
Manifest Rearch	BRM ANNUAL MAINTENANCE		\$685.00				
	BRM WEIGHT AVERAGED		\$1,135.00				
Mailer ID Report	100M David Destad Maller						K
Third Party Billing Reports	Drin - Dourio Printed Maria					Contract Continue	
	5					A Premous Continue	<u></u>
And a full and the full and the							
Dispute Queue							

Note: Please disregard the information around the Application Fee. This is not applicable for CAT. Click continue to go to the next screen. The USPS PostalOne! eDoc Support Team will fund the account and pay these fees for you afterwards.

Step 17. Click Create Permit

UNITED STATES POSTAL SERVICE®	isiness Location Information > Permit Creation					HOME CUSTOM	ER CARE
Manage Mailing Activity	Permit Type	Post Office	Contact Information	Fees	Review	Success	
Home	Permit Information		Company Information			0	
Summary	Type: PI		Name: SKYLINE Address: 22 W 200 S				
Balance and Fees	900 BRENTWOOD RD NE WASHINGTON, DC 20018-96	02	SALT LAKE CITY, UT U CRID: 94800461	NITED STATES			
Postal Wizard	Fee Information	**	Contact Information				
Electronic Data Exchange	Application Fee: \$225.00		Person: Azfar Mostafa				
Mailing Reports	Quarterly Fee: None		Email: azfar.j mostafa@usps.gr	w			
Dashboard						< Previous Create Permit	
Manage Permits						1	
IMsb Tool							
e-VS Customer							
e-VS Monthly Account and Sampling Summary							
eVS/PRS Dashboard							
Manifest Search							
Mailer ID Report							
Third Party Billing Reports							

Step 18. If permit is successfully created, the following *Confirmation of Permit* page will appear

						HOME
ociated Business Locations	Business Location Information > Perm	it Creation				
fanage Mailing Activity	Permit Type	Post Office	Contact Information	Fees	Review	Success
Home						
Summary	Confirmation of Permit					
Balance and Fees	Printer-Friendly					
Postal Wizard	Your permit application has been confirmed. If you have questions about this confirmation, contact Customer Support at 1-800-ASK-USPS or customercare@usps.com. Rease print a copy and take this to your permit post office for payment of applicable permit fees. You can also pay applicable permit fee using EPS Account.					
Electronic Data Exchange						
Mailing Reports						
Dashboard	Permit Information					
Manage Permits	Permit Number: 754					
IMsb Tool	Permit Type: PI Permit Location: WarkSHIRTON 600 BRENTWOOD RO NE Men Taue Web, Thus Fr. 100 00 NE 6992 Men Taue Web, Thus Fr. 100 00 AM -0700 PM 541 - 0800 AM -0520 PM					
VS Customer						
100 March 1. Annual and						

NOTE: If you have problems creating your CAT BCG account or permit, please contact the Help Desk for assistance at <u>MSSC@usps.gov</u>.

3 Mailer Onboarding SOP for CAT Testing

Campaign Testing Scenarios

The following test scenarios are highly recommended for Mailers who are new to submitting campaign data via Mail.dat. These are recommendations and Mailers should determine which scenarios best reflect the types of jobs they will be submitting.

Mailer Information

Mailer Name	
Mailer Email Address	
Mailer Phone Number	

Mail.DAT Testing Scenarios

Test #	Test Name	Test Description	Test Date
1	A/B IMb Serialized Campaigns Testing (CPT/PBC/PDR)	Two campaigns within a job, each campaign will have its own serial start and serial end.	
2	IMb Serialized Campaigns - Gap Testing	Two campaigns within a job with a gap of serials in the middle that will not be a part of a campaign.	
3	Serial Number Restart	Using the data elements identified in the Technical Specification, Informed Delivery determines the lower and upper IMb serial number range for the given unique set(s) of campaign data and applies the same campaign to all mailpieces within the range.	
4	Commingle with PBC/PDR	Submit multiple campaigns split up by different mail owners in the mailing with PBC or PDR.	
5	Commingle with CPT	Submit multiple campaigns split up by different mail owners in the mailing with CPT.	
6	Comail with CPT	Submit multiple campaigns with multiple component records/versions.	
7	Copal	Submit campaigns for each of the Copal jobs before sending in the consolidator.	
8	MID-Based	Create campaign as MID-based using CPT.	
9	MCP Visibility Scenario	Verify that MID and IMb Serialized campaigns flow from <i>PostalOne!</i> to the Mailer Campaign Portal for the purposes of viewing, cancelling, and reporting against campaigns.	
10	RMB	Serial-Range Based Campaign with an RMB (Referenceable Mail Barcode) Driver.	
11	Test for Spoilage and Wastage	Run test with spoilage and wastage pieces.	

Mail.XML Testing Scenarios

Test #	Test Name	Test Description	Test Date
1	Mail.XML using Mail Piece Create Message at Piece Level	Applies to Letter and Flat mailings with one campaign at the Mail Piece message level. This accommodates a single address list with a single version that runs through the presort process and generates a one 'Document Version Data With Permit' record.	
2	Combined Mailing with Multiple Campaign Presentations at Piece Level ('Mail Piece Create Request')	Applies only to Letter mailings and accommodates multiple address lists through presort or post-presort software and can generate multiple components/versions.	
3	Commingle	Applies to Letter and Flat mailings. This scenario applies to the merging of multiple mail streams and multiple components/versions.	
4	Comail	Applies only to Flat mailings and accommodates multiple address lists and multiple versions combined through presort or post-presort software and generates multiple components/versions.	
5	Copal	Applies to Letter and Flat mailings. In this scenario, mailers submit multiple trays into the mail stream. Copal Presentations combine all the mailpieces into the consolidators' pallets to allow for increased mail volume and/or dropship discounts.	
6	Campaign(s) for an IMb Serial Number Range with Excluded Serials.	Applies the same Informed Delivery campaign to mailpieces in different Serial Number ranges. Informed Delivery creates one campaign within the whole IMb Serial Number range. Mailers can exclude mailpieces between the two Serial Number ranges from the campaign by creating two separate campaigns instead of one. Two campaigns within a job with a gap of serials in the middle that will not be a part of a campaign.	
7	Test for Spoilage and Wastage	Run test with spoilage and wastage pieces.	

4 Document History

Date	Version	Section	Description
4/16/2021	2.0	5 – Legal Terms	Updated the Terms and Conditions to new version dated 3/22/2021
9/11/2022	3.0	All	Updated the BCG screenshots and steps to reflect the new BCG format.
7/1/2022	4.0	All	Updated language and made minor edits.

5 Legal Terms

INFORMED DELIVERY® INTERACTIVE CAMPAIGNS:

MAILER/SUBMITTER TERMS AND CONDITIONS OF USE AGREEMENT

This Terms of Use Agreement (this "Agreement") is a legal agreement between You and the United States Postal Service, an Independent Establishment of the Executive Branch of the United States Government ("USPS" or "Postal Service"). Informed Delivery interactive campaigns (used herein as "Campaigns") are at this time a free enhancement available to Mailers to the Informed Delivery notifications USPS provides to participating consumers for no additional postage fees. "Mailer(s)," "You" and "Your", as used herein, include the Mail Owner/Brand, and any Mail Service Provider and any Advertising Agency acting on behalf of a Mail Owner/Brand in connection with the creation and submission of Content for an Informed Delivery Campaign.

Mailers agreeing to these Terms and Conditions, and complying with other requirements and specifications as may be published by USPS in PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or in the Informed Delivery Interactive Campaign Guide available at https://www.usps.com/business/informed-delivery.htm, or elsewhere on that site, may submit supplemental content ("Content") to accompany or in some cases replace the grayscale scanned image that would otherwise be generated by USPS mail imaging processes (or, in the case of flats, replace the "image not available" notification) and provided to participating consumers as Informed Delivery notifications. Content also may be submitted for display as a Campaign for packages being sent and tracked within the Informed Delivery interface. In addition, some end users of Informed Delivery may set reminders to review Your Campaign up to ten days following the first opportunity to view Your Content.

"Content" as used herein includes Ride-along Images, Representative Images, interactive links (URLs), and a Brand Display Name as text, or any other content that you provide to USPS by any means whatsoever (including but not limited to email, upload through PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal through an API or otherwise).

By submitting Content to USPS in connection with any Informed Delivery Campaign, You agree to the terms and conditions specified below and to faithfully comply with all other rules, regulations, technical specifications and requirements for Informed Delivery Campaigns. The Postal Service reserves the right at any time to change or amend the Agreement, i.e., these terms, conditions, and notices under which this feature is offered. You may review the most current terms and conditions of use at https://www.usps.com/business/informed-delivery.htm. If You do not agree to, or cannot comply with, the Agreement as amended, You must stop using the feature. You will be deemed to have accepted the Agreement as amended if You continue to use the feature for Campaigns. You acknowledge and agree that Your use of the feature, in each instance, is subject to any such changes and that Your use of the feature of such changed terms. You agree to review this Agreement from time to time to ensure compliance with these terms and conditions.

In addition, USPS is beta testing a new Informed Delivery feature in select markets that allows Mailers to provide digital offers and/or anonymized mail to customers You have not mailed to directly. For eligibility and requirements, see the Beta Test for USPS Informed Offers Powered by Informed Address below.

Eligibility

Informed Delivery Campaigns must be submitted to accompany a letter-size mailpiece, flat-size mailpiece, or package that meets all mailability requirements of the Domestic Mail Manual. USPS reserves the right to refuse an Informed Delivery Campaign from a Mailer competing with a Postal Service product, service, or feature, although grayscale images of such mailpieces will be provided to consumers as part of the ordinary Informed Delivery notifications.

Representative Images

Representative Images are full color images submitted by the Mailer that can be displayed in lieu of the grayscale scanned image of a letter-sized mailpiece or in lieu of the "image not available" notification that would accompany a flat-size mailpiece (e.g., catalogs, magazines) in the USPS Informed Delivery daily digest email notifications, dashboard, or app. Representative Images must comply with the following requirements: (1) the Representative Image must be: (a) a reproduction of the address side of the mailpiece without an address showing, or (b) the nonaddress (obverse) side of the mailpiece; and (2) for flat-sized mailpieces required to be or that are mailed under covers or wrappers, the Representative Image must be an image of the Mailer's corporate logo. Representative Images must also comply with all technical requirements (e.g., format, file size, pixel width and height, etc.) and other specifications as disseminated by USPS.

Ride-along Images and Interactive Links

Ride-along Images are required for all Informed Delivery Campaigns. Ride-along Images are full color images that accompany either the Representative Image selected by the Mailer in accordance with the requirements above, or the grayscale image of the scanned mailpiece (or in the case of a package, the notification that the package will be arriving soon) in the USPS Informed Delivery email notifications or dashboard. Ride-along images must comply with the following requirements: (1) the Ride-along Image must directly relate to the promotion or offer contained in the mailpiece or what was shipped in the case of a package; (2) the Ride-along Image must be sized to the full space allowed or be reduced in size based on the ratio compared to the Representative Image; and (3) regardless of Mailer identity, the Ride-along Image language may not facilitate diversion from Postal Service products, services, or features (including "pay online" and similar CTAs). URLs and interactive links submitted as part of the Content with Ride-along Images must comply with the following requirements: (1) all URLs and links submitted as Content for an Informed Delivery Campaign must be submitted as HTTPS; (2) all URLs and links submitted as part of an Informed Delivery Campaign must lead directly to a landing page directly associated with the physical mailpiece or package utilized in the Campaign, or Your website's homepage; (3) all URLs and links must be free of any malware, viruses, errors, or other aspects that could negatively impact the Informed Delivery feature and/or consumer experience with the feature; (4) You must monitor the Campaign and any threats, vulnerabilities, malware and malformed links must be addressed and reported to USPS within twenty-four (24) hours of discovery; and (5) any web site being linked to from an Informed Delivery campaign and/or USPS.com shall be branded in a manner or have a look and feel ("trade dress") that will not emulate USPS.com or create a likelihood of confusion with USPS trade dress or otherwise lead consumers to believe or confuse consumers that they are on a USPS site. To comport with USPS policies related to exit pages, and with the goal of not having an exit page, You acknowledge, understand and agree that the standard for no exit page as set forth by Postal Service Management is that the site being linked to needs to be substantially different from USPS sites (i.e., the site's appearance must be one that a person is unlikely to confuse with USPS sites or properties, or to think is a part of the USPS websites or properties, and possesses a distinct look and feel from those of USPS sites or properties, and the site must have a distinct URL separate and apart from the URLs of USPS.com and not use any USPS marks).

Your Representations and Warranties

You represent and warrant that You have all necessary rights, including third party rights, and hereby grant to USPS such rights to use, display, publish, transmit, distribute, and make copies of the Content, and otherwise use it in Your Informed Delivery campaign, without infringing any rights of any third party or violating any applicable laws, rules, or regulations. The rights referred to in the foregoing include, without limitation, copyrights, trademark rights, rights of publicity (name and likeness rights) and any other rights necessary to use the Content. You further represent and warrant that the nature, appearance, and display of the Content is consistent with the mailability requirements of the Domestic Mail Manual.

You acknowledge and agree that USPS will not be involved in any way with the design of the Content, and represent and warrant that the Content as submitted to USPS or uploaded through USPS portals or through an API complies with these Terms and Conditions and any requirements published by USPS on PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or the Interactive Campaign Guide (available at

https://www.usps.com/business/informed-delivery.htm), or elsewhere on that site. You agree to evaluate and bear all risks associated with the use of any Content and agree that You are solely responsible for and assume all liability arising from use of the Content in or through or otherwise as a result of Your Informed Delivery campaign. You represent and warrant that the Content does not claim or create the impression, whether expressly or by implication, that the Postal Service endorses You or Your product, service or offering, and that the Content does not contain unlawful or legally actionable material, such as Content that is fraudulent or misleading, is defamatory or obscene, or violates anyone else's rights, including copyright, trademark, or privacy or publicity rights. You agree that the fact that USPS reproduces, displays, or distributes the Content and/or otherwise uses it in the Informed Delivery campaign: (1) does not constitute approval or endorsement of the Content; (2) does not indicate that the Content complies with any or all applicable laws, including Postal law or regulations, or (3) does not constitute acceptance of any liability or risk arising from the Content. For any interactive link contained in the Content, in addition to representations and warranties above, You warrant and represent that any web page linked to directly from Informed Delivery, whether through an email notification, dashboard or mobile app, shall not take Informed Delivery users to a web page that could be confused by a reasonable person to be a Postal Service web page.

You acknowledge and agree that any Content submitted may be shared by end-users of Informed Delivery through social media sites. Accordingly, You acknowledge, agree, represent and warrant that any Content submitted shall not be in contravention of the policies of the various social media sites' policies or terms of use.

Indemnity

You agree to indemnify and hold the Postal Service and its Governors, officers, employees, agents, printers, contractors, vendors, and suppliers harmless against any and all expenses and losses of any kind (including attorneys' fees and costs) incurred in connection with any claims of any kind arising out of breach of any of the above representations and warranties, and publication, transmission, display or distribution of the Content (including, without limitation, any claim of patent, trademark, or copyright infringement, libel, defamation, breach of confidentiality, misappropriation of trade secret, invasion of the rights of privacy or publicity (including the right to control use of one's name and likeness), or false or deceptive advertising or sales practices) or any material or products of Your's to which third parties can link through the Content.

Rejection/Cancellation of Campaigns

USPS reserves the right to reject or cancel any Informed Delivery Campaign at any time for any reason satisfactory to USPS in its sole and non-reviewable discretion, including but not limited to the following: (1) violations of or noncompliance with any of these Terms and Conditions, or requirements published via PostalOne!, the Mailer Campaign Portal, the Shipper Campaign Portal or in the Interactive Campaign Guide, or on https://www.usps.com/business/informed-delivery.htm; (2) detection of potential threats, vulnerabilities, malware or malformed links, security or privacy concerns, or potential degradation of USPS or consumer systems or equipment; (3) Campaign interactive links that are broken or that resolve to pages that negatively impact the Informed Delivery user experience; or (4) potentially subject USPS to liability or risk damage to the Informed Delivery feature and goodwill associated therewith.

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