

NCOA^{Link}® DATA USER MAIL PROCESSING EQUIPMENT LICENSEE PERFORMANCE REQUIREMENTS

1 Purpose

- 1.1 The purpose of these performance requirements is to establish standard criteria of performance with which USPS requires NCOA^{Link} Mail Processing Equipment (MPE) Data User Licensees (“Licensees”) to comply.
- 1.2 Through use of the NCOA^{Link} MPE Product, Licensees will prepare and update address information for customers’ existing mailpieces for USPS acceptance and delivery. Licensees will be able to provide the following mail processing services:
 - New address when a name and old address match the change-of-address file.
 - Detection of undeliverable addresses due to change-of-address.
- 1.3 Licensees’ matching software must adhere to specific USPS requirements regarding the services as well as to the matching rules and specifications herein. Licensees using Mail Processing Equipment interfaced with the NCOA^{Link} Product must obtain CASS/MASS certification. In addition, Licensee’s Mail Processing Equipment will be tested on a periodic basis.

2 Product Description and Fulfillment

- 2.1 The NCOA^{Link} Product uses what is referred to as “hash” tables. The hash tables are secure datasets that will only provide new address information when queried, through use of a software interface, with a specific algorithm of the name and old address from a mailer’s existing mailpieces or facsimiles, which matches the algorithm of the information as it appears on a Change-of-Address form (PS 3575).
- 2.2 The input algorithm uses a complete name, a 9-digit ZIP + 4 code and a parsed, standardized address to obtain a match to a COA. The NCOA^{Link} Product cannot assign a ZIP + 4 code nor will it respond to a non-ZIP + 4 coded address.
- 2.3 Licensee is responsible for obtaining all necessary software. A software interface, which must be written or purchased, will customize the type of input format, provide the desired output, and contain appropriate links with CASS address matching software.
- 2.4 Weekly updates containing the 18-month NCOA^{Link} datasets will be provided via Electronic Product Fulfillment (EPF) to Licensees. Licensees shall install the current weekly NCOA^{Link} database no later than seven (7) business days after it is made available via EPF. Licensee must use the current ZIP + 4 product with the

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NCOA^{Link} updates to provide the up-to-date address. Refer to Exhibit D for acceptable use dates of the ZIP + 4 product.

2.5 Weekly updates more than 45 days old shall be destroyed using common practice for disposal of sensitive materials, such as permanent file deletion.

2.6 Multiple service offerings are optional for MPE Licensees:

2.9.1 Additional processes, such as ZIP + 4 and Suite^{Link}, can be run independently or interactively with NCOA^{Link} MPE processing. The software required for processing multiple services may be bundled as a single integrated software package or provided separately for each individual service. In addition, each product or service may have separate licensing requirements, including fees.

2.9.2 Prior to NCOA^{Link} MPE processing, input addresses presented to the NCOA^{Link} Product must be processed through CASS Certified software to obtain ZIP + 4 coded, parsed addresses. The ZIP + 4 coded, parsed results and the corresponding name will be used to query the NCOA^{Link} Product. ZIP + 4 results must be obtained within the valid window for processing based on the date NCOA^{Link} MPE processing is performed and the chart of valid ZIP + 4 dates provided in Exhibit D.

3 General Requirements

3.1 Any Licensee wishing to provide NCOA^{Link} MPE processing must first obtain (either by purchase or developer license) a licensed and certified MPE software interface. The MPE Interface must be reviewed, tested and approved for use at Licensee's site(s) by USPS prior to any actual NCOA^{Link} MPE processing occurring in a production environment to ensure all license requirements are met. After reviewing and testing, USPS will provide Licensee with written approval (in the form of a License Agreement) of their use of a certified NCOA^{Link} MPE software interface.

3.2 Licensee, in order to utilize the NCOA^{Link} MPE Product, must meet all requirements and specifications contained within the License Agreement and the most current version of the Licensee Performance Requirements, unless explicitly allowed, prohibited, or modified by USPS in writing. Copies of these documents,

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the Certification Procedures and any new updates to the documents will be posted on the PostalPro website.

- 3.3 Licensee must incorporate use of the Daily Delete process into all NCOA^{Link} MPE processing. The Daily Delete file is available from the USPS Electronic Product Fulfillment website. Instructions for use of this process must be obtained from the Licensee's MPE software interface supplier.
- 3.4 The complete MPE system shall include:
- a) NCOA^{Link} MPE software that interfaces as required with the NCOA^{Link} Product.
 - b) An MPE mail preparation facility with the following attributes:
 - Trained personnel to ensure the MPE mail preparation activities that interact with the NCOA^{Link} Product are operated as required by the License Agreement.
 - Management and supervisory personnel to direct all activities of the facility.
 - Technical support necessary to maintain all components of the Licensee's MPE system at optimum accuracy and performance levels.
 - Adequate security and procedures to prevent unauthorized access to or theft of the NCOA^{Link} technology.
- 3.5 The Licensee shall provide space for the Mail Processing Equipment and shall specify the geographic location of the facility and define any additional buildings, sites, etc., that will be used, if required.
- 3.6 The Mail Processing Equipment shall not be physically located outside the boundaries of the United States of America or its territories.
- 3.7 The Licensee shall provide all equipment, personnel management, maintenance, training, documentation, facilities, and facility management software necessary to provide mailers with NCOA^{Link} MPE services.

4 Specific Requirements

- 4.1 Licensee must use a USPS certified NCOA^{Link} MPE software interface to access the NCOA^{Link} Product.

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- 4.2 Licensee must use MASS certified address matching hardware and CASS Certified address matching software to obtain ZIP + 4/DPV confirmed address information to query the NCOA^{Link} Product.
- 4.3 Licensee will assign each mail Run a unique Customer ID as defined in section 11.2.
- 4.4 Licensee shall establish a central email address for receipt and disbursement of USPS electronic correspondence within Licensee's organization.
- 4.5 Licensee shall provide USPS with access to any resource used in performance of this license and the required reports to monitor performance at Licensee's facility.
- 4.6 Licensees' software must be able to:
- a) Provide all specified reports as required in section 11.3.
 - b) Respond to all address inquiries from subscribers and the Licensor.
 - c) Update the system with full file replacement weekly via Electronic Product Fulfillment.
 - d) Update all CASS software databases monthly.
 - e) Provide customers with Delivery Point Code information for all input addresses that are ZIP+ 4 coded via the CASS process and all new addresses returned as a result of a match to the NCOA^{Link} Product.
 - f) Process prepared mailpieces of at least 100 unique names and addresses with valid and active Customers IDs and reject processing requests for mailpieces of less than 100 unique names and addresses and invalid and inactive Customer IDs
 - g) Offer processing options to clients on basis of file content and process frequency.
- 4.7 Licensee shall establish a central email address for receipt and disbursement of USPS electronic correspondence within Licensee's organization.
- 4.8 For each mailpiece or facsimile batch processed through the NCOA^{Link} MPE service, the Licensee must provide the customer with PS Form 3553 or approved facsimile that reflects all pertinent information regarding the MASS ZIP +4/DPV processing segment of the service.

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5 *Basic NCOA^{Link} Product Output*

- 5.1 Standardized return codes have been established to provide consistency of products and facilitates USPS evaluation of customer data.
- 5.2 For each address submitted to the NCOA^{Link} MPE Product, the MPE software must return the following output:
 - a) Each original unaltered input address as it was presented.
 - b) The standardized input address appended with the correct ZIP + 4, other postal values and any other intelligence flags or footnotes that result from the CASS processing segment.
 - c) For each mailing address for which there is a match to the NCOA^{Link} MPE hash table(s) as defined in this document, the 11-digit DPBC and a conversion to a standardized address, and standard return codes as listed in Figure 1. MPE software shall assign all applicable standard return codes.
 - d) When a match is made, the following elements must be returned: the move effective date (CCYYMM), specific name and address utilized in the query that obtained the match, and the move type. The move type is determined by the software based on the specific name inquiry utilized to obtain the match.
 - e) For each mailing address for which there is not a match to the NCOA^{Link} MPE hash table(s), the MPE software must return all elements as appropriate under a and b as well as any standard return codes as may be appropriate under Exhibit C.
 - f) The urbanization name information, when applicable.
 - g) The carrier route information for new (updated) addresses.
 - h) DPV results, if requested.
 - i) LACS^{Link} results, if requested.
 - j) Suite^{Link} results, if requested.
 - k) Processing summary report (see Section 10.6) containing information to identify the specific Run and the statistics resulting from the NCOA^{Link} MPE process.

6 *Platforms*

- 6.1 A certified NCOA^{Link} MPE platform has two components:

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- a) Licensee owned or leased Mail Processing Equipment system(s) that has been USPS pre-certified by their supplying vendor(s) as capable of achieving acceptable results when interfaced with the NCOA^{Link} Product.
 - b) The NCOA^{Link} MPE Product that can be attached to the Licensee's Mail Processing Equipment system(s) enabling NCOA^{Link} MPE processing to occur.
- 6.2 A single system may interface with a single MLOCR or be optionally, multiplexed to no more than 10 MLOCRs. A multiplexed configuration may be considered a single certified NCOA^{Link} MPE configuration, provided that all other license requirements are satisfied.
- 6.3 The Licensee shall ensure that the Hardware and Software Product Information Form and related documentation remain current for the duration of their license. The Licensee shall not add, modify, or delete features of their certified NCOA^{Link} MPE platform, that impact the provision of NCOA^{Link} MPE services, without prior written approval of the Licensor.
- 6.4 The Licensee's NCOA^{Link} MPE hardware shall:
- a) At all times maintain current MASS certification and be registered with the USPS NCOA^{Link} vendor pre-certification program.
 - b) Respond accurately to all messages and data records provided from the NCOA^{Link} Product and apply specific NCOA^{Link} obtained address information only to its related mailpiece/facsimile.
 - c) Meet all requirements specified in these Licensee Performance Requirements and attached Appendices.
 - d) Update CASS software databases monthly.
 - e) Provide USPS and customers with required reports at specified frequencies.
 - f) Apply customer mailpieces and mailpiece facsimiles with Delivery Point Code information for all input addresses that are ZIP + 4 coded via the Licensee's ZIP + 4 system.
 - g) Provide Licensor with current identification/documentation for major system components that may impact the performance of their NCOA^{Link} MPE process, including any third-party software/services used for each

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certified MPE platform. Major components includes, but are not limited to, MLOCR make, model, serial number, character recognition, software name and version number, transport type and operating speed, ink jet sprayer type and model, ZIP + 4 software name and version.

- 6.5 The Licensee shall not copy, retain, store, or archive in any manner, change-of-address information obtained from the NCOA^{Link} MPE Product. This information shall only be applied to mailpieces or facsimiles, after which it shall be destroyed completely within 72 hours of returning the mailpieces or facsimiles back to the customer.
- 6.6 Licensee shall not enable any technology or system to interface with the NCOA^{Link} MPE Product or pass to any manner, the COA information obtained from the NCOA^{Link} Product, other than specifically authorized by the USPS.
- 6.7 The Licensee shall identify and immediately repair or replace hardware, optics, and non-USPS software problems, on Licensee owned/leased system components that negatively affect the results attained by the operation of the NCOA^{Link} Product within the Licensee's complete certified platform. The Licensee shall develop a schedule for Licensor approval of preventive maintenance that ensures optimum performance of the NCOA^{Link} Product with all other components of the platform.
- 6.8 Licensee shall determine the necessary staffing level and shall be capable of adjusting the number of supervisory and operational personnel, both upward and downward, to accommodate variations in the volume of customer requirements. The USPS cannot forecast the volume or the schedule of mailpieces or facsimiles received from mailers nor will the USPS attempt to direct mailer inquires to any particular Licensee.
- 6.9 The Licensee shall adhere to the requirements in Appendix A - Information Application Specifications. These requirements define, as specifically as it is possible, this segment of performance requirements. However, it is noted by the Licensor that the differences in print fonts, inks, and the technology used to apply them within the stated requirements in Appendix A can have a significant negative impact upon the legibility of the printed characters which cannot be absolutely defined. Therefore, notwithstanding the requirements in Appendix A, the Licensor

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will have final and sole approval as to the acceptability and legibility of the printing (application) of the NCOA^{Link} text information by the Licensee's Mail Processing Equipment. Licensor approval must be obtained prior to any NCOA^{Link} activities by the Licensee.

7 Standards of Performance

- 7.1 Licensee shall be solely responsible for ensuring the complete certified platform meets all performance requirements specified above.
- 7.2 Licensee shall accept mailpieces or facsimiles submitted by its customers and determine, based upon requirements set forth in the DMM[®] and the NCOA^{Link} Mail Processing Equipment Data User License Agreement, customer requests, mailpiece design, presence of alternative addressing formats, class of mail, endorsements and/or Move Update option used by customer, which MPE processing mode/option, if any, is appropriate (see section 8 for processing mode specifications and Appendix A for Information Application Specifications).
- 7.3 Licensee must, prior to processing any mailpieces or facsimiles through the NCOA^{Link} MPE process, have on file for each customer submitting mailpieces or facsimiles, a fully executed NCOA^{Link} Mail Processing Equipment Processing Acknowledgement Form (PAF). In addition, the customer must be provided with a copy of the PAF along with the Required Text Document (see sample PAF in Exhibit F and the Required Text Document in Exhibit G). Original hardcopies of these executed forms shall be maintained by the Licensee and made available for Postal Service review for a period of six (6) years from the date of execution. Licensee will reproduce and provide this form and the Required Text Document to its customers at its own expense annually.
 - 7.3.1 For storage and retrieval purposes, hardcopy PAF documents may be scanned and stored electronically allowing Licensee to store or archive the original completed documents either on-site or off-site in a secure location. Images of scanned documents may be used to satisfy audit requirements. Licensee must be able to retrieve the original documents upon request from USPS.

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- 7.4 Licensee must return all mailpieces and facsimiles that obtained COA information as a result of the NCOA^{Link} MPE process within 72 hours of processing, unless a longer period is specified by the customer in writing.
- 7.5 Licensee must maintain a service log, which will include a PAF ID as described in section 11.2. These service logs will be maintained and be made available for Postal Service review for a period of five (5) years. The customers' written requests for longer turnaround times shall be reported on the log, maintained with the hardcopy PAFs, and retained for six (6) years. This service log shall be kept on a computer file and shall be submitted to USPS electronically on a monthly basis (see Exhibit B for format).
- 7.6 Licensee shall repair or have repaired all equipment, hardware and/or software deficiencies related to the NCOA^{Link} MPE system within 30 days of identification of said deficiencies.
- 7.7 Since multiple NCOA^{Link} MPE license awards are anticipated, the marketplace will establish a competitive price for the service. However the intent of the U.S. Postal Service is that this service will be widely available at reasonable cost to customers.
- 7.8 Licensee is responsible for providing all necessary customer support for its services. Licensee's customers requiring technical information must contact a customer service group managed by Licensee. Licensee's customer service group shall be responsible for providing resolution to all inquiries concerning the processing output.
- 7.9 It shall be the Licensee's responsibility to ensure that its customers understand the NCOA^{Link} MPE process. Each customer wishing to subscribe to the NCOA^{Link} MPE service must be provided with a product/service brochure by Licensee. This brochure must explain the NCOA^{Link} MPE process in detail. The Postal Service will provide Licensee with the Required Text that, in addition to Licensee's own marketing material, must be included in, or with, its product/service brochure. Inclusion of the Required Text information in the product/service brochure provided to the customers shall be at Licensee's own expense. This Required Text may be revised from time to time without prior notice to Licensees. Required Text revisions shall be provided to Licensee customers within 30 days of receipt from

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Postal Service. The Required Text document is included in the Licensee Performance Requirements as Exhibit G.

- 7.9.1 The provision of change-of-address information is controlled by strict name and address matching logic. NCOA^{Link} MPE processing will only provide new address information when queried with a specific algorithm of the name and old address from a mailpiece, which matches the information on the NCOA^{Link} Product. It is the responsibility of the Licensee to determine the name order and presentation correctly and to develop a process to handle the names properly.
 - 7.9.2 The NCOA^{Link} MPE software should be able to interchange the name order to make a match. It is optional if a Licensee chooses to run a setup job before processing to determine the order or presentation of the name.
 - 7.9.3 It is ultimately the responsibility of the Mail Owner working with the Licensee to determine the name order presentation correctly.
- 7.10 Pursuant to the advertising guidelines of the License Agreement, each approved advertisement must contain the document tracking number assigned by USPS during the review and approval process. For specific information with regard to the review and approval process, reference the Advertising Technical Guide on the PostalPro website at:
https://postalpro.usps.com/ADVERTISING_TECHNICAL_GUIDE .
- 7.11 Licensee is responsible for redistributing license related electronic correspondence from USPS to the appropriate personnel within Licensee's organization. Pursuant to section 4.8, all electronic correspondence will be directed to a central email address within Licensee's organization. The email address must be ncscinfo@<yourcompany.com>. In the event that this address is already assigned for some other purpose, an alternate address must be submitted to USPS for approval. Licensee will subsequently distribute all applicable USPS notifications internally to ensure receipt by the proper staff. Such correspondence will also be sent to the pertinent contacts provided during the application process. However in the event of "bounce backs" successful delivery via the central email address will be considered confirmation of receipt.

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8 Mail Processing Equipment Terms and Operational Modes

- 8.1 To ensure consistency within the collective interactions between USPS and each NCOA^{Link} MPE Licensee, the following terms are defined with respect to NCOA^{Link} MPE processing.
- 8.2 The term **'Job'** describes all the mail that is collectively combined into a single mailing. As a result, every individual Job must correspond to a specific and unique mailing (postage) statement.
- 8.3 The term **'Run'** describes the processing of mail for a specific customer of the NCOA^{Link} MPE Licensee. Multiple Runs can be combined into a single Job. Licensees are required to maintain a record identifying the specific customer in each Run.
- 8.4 The term **'Co-mingle'** (also known as **'Consolidation'**) describes the receipt of mail from multiple sources and/or multiple sites for processing each as a single Run and combining these mailpieces in a Job for a single mailing. When co-mingling, each mail owner will have a current completed and signed NCOA^{Link} Mail Processing Equipment Processing Acknowledgement Form on file. **Enhanced Data Users only** – For customers who elect to have COA information returned back to them, the format of the updated COA information should be determined by the licensee and the customer, i.e. electronic images, records or reports; photocopy images of COA information sprayed on mailpieces.
- 8.5 The term **'Jackpot'** describes mail from multiple mailers who together provide a small volume of mail that is less than 1% of the total daily volume processed at a particular facility. A completed and signed NCOA^{Link} Mail Processing Equipment PAF must be on file for each mail owner. **Enhanced Data Users only** – For Jackpot customers who elect to have COA information returned back to them, mailpieces must be processed in a separate Run. The format of the updated COA information should be determined by the licensee and the customer, i.e. electronic images, records or reports; photocopy images of COA information sprayed on mailpieces.
- 8.6 NCOA^{Link} MPE Active processing consists of five operational modes.

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- 8.7 Licensee **must** have the Mail Processing Equipment in one of five operational modes described below, at all times when using Mail Processing Equipment that is connected to the certified NCOA^{Link} MPE platform.
- 8.8 **Forwardable Mailpiece** – Processing in which ZIP+ 4/DPC information is obtained and mailpieces that are matched to the NCOA^{Link} Product are sprayed with updated COA information for individuals, families and businesses. These mailpieces are immediately entered into the mailstream.
- 8.7.1 Per section 6.6, for Licensees who are authorized to return COA information back to customers, the following options are acceptable:
- 8.7.1.1 Mailpieces with COA information may be outsourced for photocopy images for return to the customer.
- 8.7.1.2 Electronic images, records or reports for the return of COA information.
- 8.8 **Notification via Returned Mailpiece** – Processing in which mailpieces that have been updated with new address information for individuals, families and businesses are returned to the mailer. Licensees must separate the mailpieces updated through the NCOA^{Link} MPE process from all other mailpieces in the Run for return to the customer. To ensure mailers receive address corrections pertaining to only the customers on their list, the Licensee must process each requesting mailer individually under this option. Multiple mailers cannot be combined into a single Run when using this option. No updated mailpieces processed in this mode are entered into the mailstream.
- 8.8.1 In this mode of processing, updated COA information is sprayed directly on mailpieces. On mailpieces in which new address information obtained from the NCOA^{Link} MPE process is unavailable or unknown, the literal “NEW ADDRESS INFORMATION UNKNOWN” is sprayed on the mailpiece.
- 8.8.2 Licensees are required to ensure its customers (mailers) fully understand and agree to the outcome of this option on their mailpieces. Specifically the fact that mailpieces will be updated with new address information or the mailpiece will be sprayed with the literal “NEW ADDRESS INFORMATION UNKNOWN.”

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- 8.8.3 Licensee must return mailpieces that have received updated address information as a result of the NCOA^{Link} MPE process within 72 hours of processing, unless a longer period is specified by the customer in writing.
- 8.8.4 For mailpieces that are returned to the customer, Licensees may have the option to spray the Intelligent Mail barcode on mailpieces that have updated COA information or suppress the Intelligent Mail barcode from the mailpieces and only spray the new address information.
- 8.9 ***Mailpiece Facsimile*** – Processing in which mailpiece facsimiles processed in a Run contain name and address information and do not bear any postage or endorsement of any kind. Licensees must ensure that the mailpiece facsimiles accepted for this type of processing are constructed in a method, and with materials, that will be accurately read and processed by the Licensee’s Mail Processing Equipment. No mailpieces processed in this mode are entered into the mailstream.
- 8.9.1 In this mode, updated COA information is sprayed directly on the mailpiece. On mailpieces in which new address information obtained from the NCOA^{Link} MPE process is unavailable or unknown, the literal “NEW ADDRESS INFORMATION UNKNOWN” is sprayed on the mailpiece.
- 8.9.2 All mailpiece facsimiles must contain name and address information in a manner that is representative of the way it would appear on an actual mailpiece.
- 8.9.3 Processing in Mailpiece Facsimile mode enables mailers to update the address information for those individuals, businesses and families that have moved.
- 8.9.4 To ensure that a mailer receives address corrections pertaining only to the customers on their list, the Licensee must process each requesting mailer individually under this option. Multiple mailers cannot be combined into a single Run when using this option.
- 8.9.5 Licensees are required to ensure its customers (mailers) fully understand and agree to the outcome of this option on their mailpieces. Specifically the fact that mailpieces will be updated with new address information or the mailpiece will be sprayed with the literal “NEW ADDRESS INFORMATION UNKNOWN.”

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- 8.9.5.1 To yield the best possible results from the NCOA^{Link} MPE process, Licensees should work with the Mail Owners to determine name presentation correctly.
- 8.9.6 In order to provide the requesting customer with a clear indication of the overall quality of their customer list, all submitted mailpiece facsimiles must be ZIP + 4/DPC barcoded whether or not an NCOA^{Link} MPE match is attained. Additionally, the NCOA^{Link} MPE facsimile customer shall be provided with a PS Form 3553 that reflects all pertinent information regarding CASS ZIP + 4/DPC and the MASS processing segment of the NCOA^{Link} MPE service.
- 8.9.7 Licensee must return mailpiece facsimiles back to the customer within 72 hours of processing, unless a longer period is specified by the customer in writing.
- 8.10 **DBCS (Delivery Barcode Sorter)** – Processing of letter mail on DBCS equipment in which no COA information is sprayed on mailpieces. Mailpieces are outsorted to a bin designated for UAA mail and either returned to the mailer, destroyed or mailed at full rate.
- 8.10.1 Per section 6.6, for Licensees who are authorized to return COA information back to customers, the following option is acceptable.
- 8.10.1.1 Electronic images, records or reports for the return of COA information.
- 8.11 **Flats** – Processing in which ZIP+ 4/DPC information is obtained and mailpieces that are matched to the NCOA^{Link} Product are sprayed with updated COA information for individuals, families and businesses. These mailpieces are immediately entered into the mailstream.
- 8.11.1 Per section 6.6, for Licensees who are authorized to return COA information back to customers, the following options are acceptable:
- 8.11.1.1 Mailpieces with COA information may be outsorted for photocopy images for return to the customer.
- 8.11.1.2 Electronic images, records or reports for the return of COA information.
- 8.11.2 Flats can be processed in the following modes: Forwardable Mailpiece; Notification via Return Mailpiece; and Mailpiece Facsimile.

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- 8.11.3 For the processing of flat mailpieces in which no COA information is sprayed, the mailpieces are outsourced to a bin designated for UAA mail and either returned to the mailer, destroyed or mailed at full rate.
- 8.12 The Mail Processing Equipment must be notified of the operational mode by the Licensee depending upon the type of processing that is performed on the certified NCOA^{Link} MPE platform.
- 8.13 The literal “NEW ADDRESS INFORMATION UNKNOWN” is provided in lieu of address information for Mailpiece Facsimile, Notification via Return Mailpiece, and DBCS processing under the following conditions:
- Moved, Left No Address
 - Post Office Box Closed
 - Foreign Moves
 - New Address cannot be provided
 - New Address cannot convert
 - New Address not ZIP + 4 coded or DPV confirmed

9 Software Quality Standards and Testing Criteria

- 9.1 The NCOA^{Link} MPE software will be subject to periodic process quality reviews (audits) and evaluation of its adherence to the conditions of the NCOA^{Link} MPE License Agreement for which it was designed. Please note that the USPS audit file must be processed through the same NCOA^{Link} MPE system Licensees use for customer processing.
- 9.2 The NCOA^{Link} MPE software must provide the necessary output as described in section 5 using the specific USPS format as described in Exhibit E. Upon notification of the transmission of an audit file/deck, it can be retrieved from Licensee's specific USPS account via the Internet. The audit output and supporting documentation derived from the NCOA^{Link} MPE process will be posted to the same account.
- 9.3 The audit file/deck will test the NCOA^{Link} MPE software with a series of known forwardable addresses and known non-forwardable addresses to validate the MPE software's ability to query the NCOA^{Link} Product and return the appropriate output and responses.

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- 9.4 The audit will also verify the administrative output, including all reports, of the NCOA^{Link} MPE process. When submitting the reports to the USPS, they should reflect the appropriate code of the Processing Category. The reports include:
- Customer Service Log (CSL)
 - Processing Acknowledgement Form (PAF)
 - PS Form 3553
 - Required Text Document (RTD), if applicable
 - Processing Summary Report
- 9.5 Auditing will be performed once annually or as specified by the USPS. If necessary, subsequent audits due to failures must be completed and passed within the annual license period to prevent suspension and/or termination.
- 9.6 Upon validation of the results, Licensee will receive official notification of the audit results from the USPS.
- 9.7 The MPE software and hardware must provide accurately matched and sprayed responses for at least 95% of the inquiries where data to support these responses are known to be in the USPS file and shall produce no unexpected matches or results.
- a) The percentage of audit file/deck input name and address records that achieve the correct result shall not be less than 95% when compared to the USPS expected results.
 - b) The audit file/deck output shall not result in a match that is not expected and would result in returning incorrect information that would eventually cause the misdirection of mail.
 - c) The audit file output must correctly provide all NCOA^{Link} address elements with 100% accuracy.
- 9.8 In the event that a problem is identified by the USPS that is related to the NCOA^{Link} MPE process, the USPS will, at its sole discretion, direct correction of the problem and/or exercise the suspension or termination provisions of the License, as it deems appropriate by the situation.

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10 Hardware Quality Standards and Testing Criteria

- 10.1 To evaluate the performance of the complete platform and the name and address matching performed by the NCOA^{Link} MPE system, it is necessary to test the quality of the input provided by the Licensee's system and produced results.
- 10.2 The name and address matches produced by the Licensee's complete platform during the initial and subsequent tests shall be identical in terms of accuracy and number of matches when compared to the output produced by the USPS.
- 10.3 USPS may provide a test input name and address deck/file to be processed by the Licensee. The test deck will run against the USPS NCOA^{Link} Product to determine the expected matches prior to Licensee performing the test and determining acceptability.
- 10.4 The output media provided by the Licensee to USPS must match the specifications provided to the Licensee by USPS. Failure of the USPS to use the Licensee's output media or data shall constitute a failure.
- 10.5 Upon acceptance, the Licensee shall provide the NCOA^{Link} MPE service to its customers in the identical manner tested and approved by USPS. This will be performed by the evaluation of the test results based on the following criteria:
 - 10.5.1 The percentage of records ZIP + 4/DPV confirmed and passed to the Licensee's NCOA^{Link} Mail Processing Equipment shall not be less than the total number of mailpieces in the test deck.
 - 10.5.2 The percentage of records containing the optical lifted input name and address information provided to the Licensee's NCOA^{Link} Mail Processing Equipment that achieve the correct result shall not be less than 95% when compared to the USPS matching output. A correct result is determined by the Licensee's input producing the expected match or no match result.
- 10.6 The optically lifted input name and address information provided to the NCOA^{Link} Product by the MPE process shall not produce an unexpected match to the NCOA^{Link} Product, which will result in the misdirection of a mailpiece.
- 10.7 The NCOA^{Link} MPE text and Delivery Point barcode information is applied to the appropriate mailpiece in the test deck by the Licensee and are within specifications, legible, easily discernible and interpretable by the Licensor.

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- 10.8 During the NCOA^{Link} MPE process, each address input to the NCOA^{Link} Product must be standardized and appended with the correct ZIP + 4/DPV confirmed information applied by Licensee's MPE software must be identical to the results obtained when the test input addresses are run using MASS.
- 10.9 Licensee's ZIP + 4 matching software results will be measured by using the MASS certification process.
- 10.10 Licensee must maintain current MASS certification for the ZIP + 4 software used in their MPE process and only run the ZIP + 4 software in its MASS approved configuration in conjunction with NCOA^{Link} responses for the inquiries where data to support these responses are known to be in the USPS file and shall produce no unexpected results. The accuracy of the ZIP + 4 records will follow the current MASS ZIP + 4 requirements.
- 10.11 A 100% accuracy performance or standard shall be used for application of the NCOA^{Link} MPE obtained information to its correct mailpiece/facsimile. The accuracy performance or standard shall follow the current MASS ZIP + 4 requirements and be used for applied ZIP + 4 codes and 100% accuracy performance for DPC assignments as measured against the MASS certification process.
- 10.12 Address standardization accuracy for those addresses submitted to the NCOA^{Link} Product shall be 99% when measured against USPS Publication 28 (Postal Addressing Standards) and any standardization requirement in the Licensee Performance Requirements.
- 10.13 If Licensee makes changes to their existing NCOA^{Link} MPE certified system(s), including moving, relocating, upgrading, reassembling, or changes in ownership, they must request a 45-day courtesy to continue NCOA^{Link} MPE processing.
- 10.13.1 Licensee must notify the MASS Department within seven days of any changes to the existing NCOA^{Link} MPE system to be considered for the 45-day courtesy.
- 10.13.2 During the courtesy period, the Licensee must receive NCOA^{Link} MPE recertification. If the Licensee fails to recertify within the 45 period, the MPE system may become ineligible to continue processing mailpieces through the NCOA^{Link} Product.

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11 Reports

- 11.1 The complete MPE system shall include a USPS customer subscription service that will permit customers to submit mailpieces and facsimiles for NCOA^{Link} MPE services on a scheduled basis or on an “as needed” basis. The customer’s mailpiece or facsimile requirements will be specified by each Licensee.
- 11.2 Prior to any NCOA^{Link} processing, and once annually thereafter, Licensee shall obtain a complete and signed copy of the NCOA^{Link} MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM (PAF) from each of its customers and for any internal mailpieces or facsimiles processed. The form is intended to be prepared by Licensee who is actually performing the NCOA^{Link} MPE service to ensure that it will contain that company’s name and authorized signature. This form is also intended to be signed by its **mail owner** whose mailpieces or facsimiles are being processed. A faxed PAF for each location will be acceptable. The USPS does not at this time endorse any particular electronic alternate methods for verification of client identity. Any electronic system that meets these requirements is sufficient. The Licensee will decide what methods best suit their business needs and address their business risk, while still maintaining the appropriate PAF information. Licensee may implement multiple PAF methods for verification based on the Licensee’s business needs. All information from the forms is to be maintained in an electronic format for the purpose of customer validation and reporting. The data and completed forms are to be maintained by Licensee and made available for Postal Service review for a period of six (6) years from the date of execution. Exhibit F contains an example of the PAF and the associated data file layout is part of Exhibit B.
- 11.2.1 Every PAF distributed must be accompanied by a product information package which includes, at a minimum, the Required Text document as described in 7.9 above.
- 11.2.2 In the event the USPS, at its sole discretion, determines a Licensee is not diligently verifying the identity and role all parties involved in the transaction (including, but not limited to, brokers

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and list owners) when using equivalent electronic methods, the USPS reserves the right to require the right to require the Licensee to revert to the traditional paper method of PAF completion. Any method used by a Licensee for verification under this new ruling applies ONLY to PAF collection under the NCOA^{Link} Mail Processing Data User License Agreement. There is no implied or implicit application of this ruling to ANY relationship, practice or agreement between the USPS and the Licensee. The USPS offers a wide range of services to its customers, and separately sets the appropriate requirements for each of these services, including electronic processes.

11.2.3 For specific information regarding the completion of PAFs, reference the PAF Guide on the PostalPro website at https://postalpro.usps.com/PAF_GUIDE.

- 11.3 Licensee will assign each NCOA^{Link} MPE customer list a unique NCOA^{Link} MPE PAF ID. This ID will be used by the software to verify that the customer has a valid, active PAF on file with the Licensee. This ID will also be used to provide a relationship between the Licensee's service log and PAF information files. *Refer to Exhibit A for additional details regarding the PAF ID.* The format of the ID will be an eighteen character alphanumeric field consisting of four sub-parts. Positions 1-2 are alpha with a special character in Position 3 and filler in Position 4, which together will identify the Licensee to the USPS and the specific Mail Processing Equipment used for processing and will be assigned to the Licensee by the USPS. Positions 5-10 are numeric and will identify the business in which the mail owner engages by the North American Industry Classification System (NAICS). The mail owner may obtain the appropriate NAICS from the internet at www.census.gov/epcd/www/naics.html. Positions 11-12 are numeric and will identify the frequency of NCOA^{Link} MPE processing on an annual basis (value range 01-52). If multiple lists are processed at different frequencies under the same ID, positions 11-12 must contain "99." Positions 13-18 may be alpha, numeric, or alphanumeric and will identify the customer to the Licensee and to the USPS; this portion of the ID is assigned by the Licensee. This ID will be used to streamline the USPS disclosure accounting procedures. The Licensee

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will ensure that each of its customers has a unique and never duplicated Customer ID. The software must not allow duplicate IDs. The ID shall be assigned by the Licensee upon execution of the Processing Acknowledgement Form and be used throughout the system as prescribed. The unique and complete 18-character customer ID will be recorded on the PAF. The form will not be complete and acceptable if this ID is omitted or erroneous.

11.3.1 A single PAF may be completed to cover processing for all mailpieces or facsimiles submitted by mail owner provided that the officer signing the document has the authority to do so for each separate Run. If multiple Runs are covered by a single PAF, Licensee must record "MULTIPLE" in the space provided for the PAF ID on the pre-printed PAF. When 'MULTIPLE' appears as the PAF ID, an itemization of the mailpiece or facsimiles names and corresponding PAF IDs assigned to each must be recorded on the back of the PAF.

11.4 Licensee shall produce monthly performance reports by MPE platform. The reports begin on the first day of the month and terminate on the last day of the month. The reports will be maintained and made available for Postal Service review for a period of five (5) years at Licensee's facility. The reports must be submitted within seven (7) calendar days of the end of the month via electronic submission to ncoastat@usps.gov. The subject line must include the following: Licensed Company Name and Month/Year of the report, i.e. ABC Company March 2010. All reports must be zipped into a single file with the naming convention XXXXMYYY.zip (Platform ID, Month, Year) using a WinZIP version 9.0 compatible format. The electronic file layouts are provided as Exhibit B. Performance reports include:

11.4.1 Customer Service Log – record of all Runs processed through the NCOA^{Link} MPE service and the resultant statistics. Service log information must be kept in sequential order by date.

Requirement: one record per Run processed.

11.4.2 PAF Customer Information Log – record of all customer and Licensee information contained on the PAF. Minimum

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Requirement: one record per PAF ID appearing in the corresponding Customer Service Log.

11.4.3 Broker/Agent/List Administrator Log – record of all third party List Brokers/Agents and/or List Administrators handling the address lists of their clients that are processed through the NCOA^{Link} MPE service. Minimum Requirement: one record per third party ID appearing in the PAF Customer Information Log.

11.5 The monthly performance reports will be named using a four-part eight-character identification scheme. The first character will identify the report: "C" for Customer Service Log, "P" for PAF Customer Information Log, or "B" for Broker/Agent/List Administrator Log. Characters 2-5 will contain the USPS-assigned four-character Licensee identification code. The sixth character will identify the month of the report; refer to the chart following this paragraph. The last two characters will identify the year of the report by the last two digits of the calendar year.

Month	Code
January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	A
November	B
December	C

11.6 NCOA^{Link} MPE process is intended solely for use as a tool to update prepared mailpieces. Testing of any kind using NCOA^{Link} MPE process is strongly discouraged by the USPS. However, the USPS does acknowledge that certain testing is necessary. In an effort to obtain an accurate statistical reporting regarding addresses updated by the NCOA^{Link} MPE process, the type of processing must be accurately and consistently recorded. Therefore, the

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following list of codes must be used to populate the "PROCESSING CATEGORY" field in the service log:

Code	Description	Disposition of Results
EMP TRAIN	File processed as part of employee training.	Results discarded; no update performed or information released.
INT DB TST	Testing involving proprietary Licensee database.	No updates performed; results discarded after analysis.
MKTG TEST	Testing involving external customer lists. No PAF is required; however the company name for which processing was performed must be captured in the CSL in position 1423-1452.	Return information consists of statistics only; COA data is discarded as sensitive data, not returned to customer.
NORMAL	Process mailpieces and facsimiles for update prior to mailing.	COA information provided to mailer.
STAGE I	Test of matching performance against USPS self-test file.	Results used for internal program analysis and subsequently discarded.
STAGE II	Test of matching performance scored by USPS.	Output transmitted to USPS for evaluation and discarded when test results finalized.
SYS TEST	File processed as part of system testing such as loading of USPS file updates.	Results discarded; no updates performed or information released.

11.7 Licensee must be able to provide a hardcopy or electronic report for up to 30 days after the Run summarizing the processing of each Run processed. This report shall be available upon customer request. The report shall be named NCOA^{Link} MPE Processing Summary Report. The report may contain any and all information gathered to fulfill the requirements 11.3. At a minimum, the processing summary must contain:

- Licensee Company Name
- Mail Processing Equipment Serial Number
- Mailing Statement Sequence Number (that will be used on the mailing (postage) statement for each Job)
- Customer PAF ID assigned to each Run
- Mailer Company Name
- Total Number of Mailpieces Processed for Run

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- Standard Output Returned flag
- Matching Logic Applied flag
- Data Returned flag
- Class of Mail Processed for each Run
- Date NCOA^{Link} MPE Processing Completed
- Date Mailpieces Received
- Date Mailpieces Returned to Customer
- Total Number of Records Processed
- Total Number of Records Matched – NCOA^{Link}
- Total Number of Records Matched – ANK^{Link}
- Move Activity Summary by Return Codes – This section consists of 15 data elements providing a Move Activity Summary (Age of Change of Address) for the nine NCOA^{Link} Match Return Codes.
 - The Return Codes are separated into three groupings:
 - Moved, New Address Provided (Return Codes A, 91 & 92)
 - Moved, No New Address Available (Return Codes 01, 02 & 03)
 - Moved, Unable to Provide New Address (Return Codes 05, 14 & 19)
 - The Move Effective Dates are separated into five groupings:
 - Sum of Months 00-03
 - Sum of Months 04-06
 - Sum of Months 07-12
 - Sum of Months 13-18
 - Sum of Months 19 and older

11.8 The USPS may periodically perform remote PAF audits. During these audits, Licensees must submit PAFs for customers for which NCOA^{Link} processing was performed on specified dates.

11.8.1 Licensees will be given a maximum of five business days from the date of notification to provide the requested PAFs.

11.8.2 If a Licensee's PAF reporting and collection appear to be out of compliance, Licensee must take corrective action. Licensee may be subject to adverse action.

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12 MPE 00 Table

- 12.1 The MPE 00 table is a cumulative file containing all of the ZIP + 4 codes in an 18-month period that have an active COA on file.
- 12.2 This table will be distributed via EPF and must be synchronized with the weekly NCOA^{Link} data updates.
- 12.3 The MPE 00 table cannot be used in a list processing environment. It can only be used in the following environments:
- NCOA^{Link} WAN (cloud)
 - NCOA^{Link} Limited Service (installed on MLOCRs)
 - MPE (installed on MLOCRs)
- 12.4 To use this table, no additional testing outside of normal recertification is required.
- 12.5 No additional reporting outside of the standard CSL and PAF reports is required.
- 12.6 The NCOA^{Link} licensee shall encapsulate the 00 table as received from the USPS into a secure form subject to approval by USPS. Licensee must ensure the 00 table is distributed in the secure form that will only allow interaction with certified NCOA^{Link} software.
- 12.6.1 Licensee's NCOA^{Link} integrated software product in its secure form shall render the 00 table unusable to unauthorized access by customers, other software developers, or independent use.

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Exhibit A

**NCOA^{Link®} Mail Processing Equipment (MPE)
PAF Requirements**

This document pertains to MPE Data Users; MPE Licensees who elect to return an electronic file to customers; and End Users processing in the WAN (cloud) environment.

PAF ID – Positions 1-18

Positions 1-4: Licensee Platform ID

- In this field, enter your MPE Platform ID

Positions 5-10: Mail Owner NAICS Code

- Enter the six-digit NAICS code
- To obtain the appropriate NAICS code, go to www.census.gov/epcd/www/naics.html
- For jackpot or consolidator mail, use the NAICS code 561499

Positions 11-12: Frequency of Processing

- This field identifies the frequency of MPE processing on annual basis (value range 01-52)
- If multiple lists are processed at different frequencies under same ID, enter '99'
- Use your best estimation when entering this field

Positions 13-18: Mailer ID (Licensee assigned)

- Use your current Job ID
- This field is six-digits (alphanumeric)
- On the MPE PAF, the field 'USPS Mailer ID' is not related to the Mailer ID field in the Customer Service Log.

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The report file layouts are available on the USPS PostalPro Website at:
https://postalpro.usps.com/ncoalink_rpts_mstrfile_description.

The layout document will contain the current requirements and future requirements when applicable.

For all report files:

Customer Service Log Report Notes

- All numeric fields are right justified, zero filled.
- All alphanumeric fields are left justified, spaced filled.
- This file shall be submitted in standard ASCII text format and electronically transmitted to the NCSC. The file shall be named using "C," the 4-character code assigned by the NCSC, the 1-character code for the month and the year with an extension of DAT. (e.g. CNA AAC02.DAT)

Processing Acknowledgment Form Report Notes

- All numeric fields are right justified, zero filled.
- All alphanumeric fields are left justified, spaced filled.
- This file shall be submitted in standard ASCII text format and electronically transmitted to the NCSC. The file shall be named using "P," the 4-character code assigned by the NCSC, the 1-character code for the month and the year with an extension of DAT. (e.g. PNA AAC02.DAT)
- A single PAF may be completed to cover processing for all lists submitted by the list owner provided that the official signing the document has the authority to do so for each separate list. If multiple lists are covered by a single PAF, Licensee must record "MULTIPLE" in the space provided for the PAF ID on the pre-printed PAF. When "MULTIPLE" appears as the PAF ID, an itemization of the list names and corresponding PAF IDs assigned to each must be recorded on the back of the PAF.
- All PAF information may be maintained in a single dataset within Licensee's system. At the time of reporting, Licensee must provide a single record of the PAF information for each unique PAF ID which appears in the Customer Service Log for the corresponding time period. A second record for a PAF ID will be necessary only if the list is processed before and after PAF renewal during the month in which that PAF is renewed.

Broker-Agent/List Administrator Report Notes

- All numeric fields are right justified, zero filled.
- All alphanumeric fields are left justified, spaced filled.
- This file shall be submitted in standard ASCII text format and electronically transmitted to the NCSC. The file shall be named using "B," the 4-character code assigned by the NCSC, the 1-character code for the month and the year with an extension of DAT. (e.g. BNA AAC02.DAT)
- A Broker/Agent or List Administrator representative must sign the PAF of each of its customers. All information on these third parties may be maintained in a single dataset within Licensee's system. At the time of reporting, Licensee must provide a single record of the third party information for each unique ID which appears in the corresponding PAF Information Log.
- A Broker/Agent is defined as an external third party who generates business for Licensee. The Broker/Agent may or may not actually handle the mailer's lists for processes other than NCOALink. The Broker/Agent does not perform any address updates for the mailer.
- A List Administrator is defined as a third party who maintains the database(s) of a mailing list owner. All address updates are performed by the List Administrator on behalf of the list owner. In instances where a list owner outsources maintenance of its data to Licensee, Licensee must be listed on the PAF and recorded in the Log files as the List Administrator.

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Key

Filler – blank

Yes – required

Opt – Optional output, licensee has the option to provide the data

* Yes * – field is required, but the return code has not yet been defined.

EXHIBIT C
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NCOALink MPE Return Code Descriptions

Code = Return Code
 Address = "Y" = New Address provided
 "N" = New Address not provided

Description = Explanation of Return code
 How = "D" = Derived by data – returned in lieu of 11 digit
 "S" = Derived by software

Code	Description	Address	How
A	COA Match - The input record matched to a COA record. A new address could be furnished. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	Y	D
66	Daily Delete – The input record matched to a business, individual or family type COA record with an old address that is present in the daily delete file. The presence of an address in the daily delete file means that a COA with this address is pending deletion from the COA master file and that <u>no</u> mail may be forwarded from this address. This return code may be returned regardless of the processing mode, matching logic or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	S
00	No Match - The input record COULD NOT BE matched to a COA record. A new address could not be furnished. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: When processing in any mode and this return code is received it is required to attempt the match again using the next level of matching logic allowed by the processing mode.	N	D
01	Found COA: Foreign Move – The input record matched to a COA record but the new address was outside the USPS delivery area. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
02	Found COA: Moved Left No Address (MLNA) – The input record matched to a COA record, but the new address was not provided to USPS. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved then <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
03	Found COA: Box Closed No Order (BCNO) – The Input record matched to a COA record containing an old address of PO BOX, which has been closed without a forwarding address provided. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
04	Cannot match COA: Street Address with Secondary – In the STANDARD mode utilizing Family matching logic the input record was a potential match to a family type COA record with an old address that contained secondary information. The input record does not contain secondary information. The record is a ZIP + 4 street level match. This address match situation requires individual name matching logic to obtain a match and individual names do not match. Please Note: This return code is only obtained when processing in the STANDARD mode using Family matching logic.	N	D
05	Found COA: New 11-digit DPBC is Ambiguous – The input record matched to a COA record. The new address on the COA record could not be converted to a deliverable address because the DPBC represents more than one delivery point. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D

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NCOALink MPE Return Code Descriptions – continued

Code	Description	Address	How
06	Cannot Match COA: Conflicting Directions: Middle Name Related –There is more than one COA record for the match algorithm and the middle names or initials on the COAs are different. Therefore, a single match result could not be determined. This return code is only obtained when using individual matching logic. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
07	Cannot Match COA: Conflicting Directions: Gender Related –There is more than one COA record for the match algorithm and the genders of the names on the COAs are different. Therefore, a single match result could not be determined. This return code is only obtained when using individual matching logic. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
08	Cannot Match COA: Other Conflicting Instructions – The input record was a potential match to two COA records. The two records were compared and due to differences in the new addresses, a match could not be made. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
09	Cannot Match COA: High-rise Default – The input record was a potential match to a family COA record from a High-rise address ZIP + 4 coded to the building default. This address match situation requires individual name matching logic to obtain a match and individual names do not match. Please Note: This return code is only obtained when processing in the STANDARD mode using Family matching logic.	N	D
10	Cannot Match COA: Rural Default – The input record was a potential match to a family COA record from a Rural Route or Highway Contract Route address ZIP + 4 coded to the route default. This address situation requires individual name matching logic to obtain a match and individual names do not match. Please Note: This return code is only obtained when processing in the STANDARD mode using Family matching logic.	N	D
11	Cannot Match COA: Individual Match: Insufficient COA Name for Match – There is a COA record with the same surname and address but there is insufficient first/middle name information on the COA record to produce a match using individual matching logic. This return code is only obtained when using individual matching logic. Please Note: When processing in the STANDARD mode and this return code is received utilizing Individual Logic, discontinue the Individual logic sequence and go straight to the FAMILY matching logic.	N	D
12	Cannot Match COA: Middle Name Test Failed – The input record was a potential match to a COA record. A match cannot be made because the input name contains a conflict with the middle name or initials on the COA record. This return code is only obtained when using individual matching logic. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	S
13	Cannot Match COA: Gender Test Failed – The input record was a potential match to a COA record. A match cannot be made because the gender of the name on the input record conflicts with the gender of the name on the COA record. This return code is only obtained when using individual matching logic. Please Note: When processing in the STANDARD mode and this return code is received utilizing Individual logic, discontinue the Individual logic sequence and go straight to FAMILY matching logic.	N	S
14	Found COA: New Address Would Not Convert at Run Time – The input record matched to a COA record. The new address could not be converted to a deliverable address. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	S

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NCOALink MPE Return Code Descriptions – continued

Code	Description	Address	How
15	Cannot Match COA: Individual Name Insufficient – The input record was a potential match to a COA record that contains a first initial and middle initial/name [ex. C M Smith or C Mary Smith]. A match cannot be made because the input middle initial/name is missing or does not equal the middle initial/name on the COA. This return code is only obtained when using individual matching logic. Please Note: When processing in the STANDARD mode and this return code is received utilizing Individual logic, discontinue the Individual logic sequence and go straight to FAMILY matching logic.	N	S
16	Cannot Match COA: Secondary Number Discrepancy – The input record was a potential match to a street level COA record. However, a match is prohibited based on one of the following reasons: 1) There is conflicting secondary information on the input and COA record; 2) the input record contained secondary information and matched to a family record that does not contain secondary information. In item 2, this address match situation requires individual name matching logic to obtain a COA match and individual names do not match. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	S
17	Cannot Match COA: Other Insufficient Name – The input record was a potential match to a COA record that contains a full first name and full middle name. The input middle initial/name is missing or different from the middle name on the COA. A match cannot be made because the first name on the COA was truncated (drop-n flag) and the middle names must be equal in order to make this match. This return code is only obtained when using individual matching logic. Please Note: When processing in the STANDARD mode and this return code is received utilizing Individual Logic, discontinue the Individual logic sequence and go straight to FAMILY matching logic.	N	S
18	Cannot Match COA: General Delivery – The input record was a potential match to a COA record from a General Delivery address. This address situation requires individual name matching logic to obtain a match and individual names do not match. Please Note: This return code is only obtained when processing in the STANDARD mode using Family matching logic.	N	D
19	Found COA: New Address not ZIP+4 coded or New address primary number not DPV confirmable – There is a change of address on file but the new address cannot be ZIP + 4 coded and therefore there is no 11-digit DPBC to store or return, or the new address primary number cannot be confirmed on DPV. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D
20	Cannot Match COA: Conflicting Directions after re-chaining – Multiple COA records were potential matches to the input record. The COA records contained different new addresses and a single match result could not be determined. This return code may be returned regardless of the processing mode, matching logic, or COA type. Please Note: If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.	N	D

EXHIBIT C
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

NCOALink MPE Return Code Descriptions – continued

91	<p>COA Match: Secondary Number dropped from COA – The input record matched to a COA record. The COA record had a secondary number and the input address did not. Please Note: This return code is derived from Individual and business matching logic only. If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.</p>	Y	S
92	<p>COA Match: Secondary Number or Single Trailing Alpha Dropped from input address – The input record matched to a COA record and either:</p> <ul style="list-style-type: none"> a. The input address had a secondary number and the COA record did not. A second attempt is made by dropping the secondary number and trailing alpha or fractions from the original input address (is present). (OR) b. The record is a ZIP+4 street level match and the single trailing alpha was dropped to make a ZIP + 4 match (address matching returns a TA footnote). <p>Please Note: This return code is derived from individual and business matching logic only. If this return code is achieved, <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.</p>	Y	S

Please Note: When processing in STANDARD mode and return codes 00, 11, 13, 15 and 17 are received utilizing Individual Logic it is required to attempt the match again using FAMILY matching logic.

EXHIBIT C
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

NCOALink MPE Return Code Matrix

Code	Received during Business matching logic	Received during Individual matching logic	Received during Family matching Logic	Retry matching attempts
A	YES	YES	YES	NO
00	YES	YES	YES	attempt the match again using the next level of matching logic allowed by the processing mode
01	YES	YES	YES	NO
02	YES	YES	YES	NO
03	YES	YES	YES	NO
04	NO	NO	YES	NO
05	YES	YES	YES	NO
06	NO	YES	NO	NO
07	NO	YES	NO	NO
08	YES	YES	YES	NO
09	NO	NO	YES	NO
10	NO	NO	YES	NO
11	NO	YES	NO	When processing in the STANDARD mode and this return code is received utilizing Individual Logic it is required to attempt the match again using FAMILY matching logic.
12	NO	YES	NO	NO
13	NO	YES	NO	When processing in the STANDARD mode and this return code is received utilizing Individual Logic it is required to attempt the match again using FAMILY matching logic.
14	YES	YES	YES	NO
15	NO	YES	NO	When processing in the STANDARD mode and this return code is received utilizing Individual Logic it is required to attempt the match again using FAMILY matching logic.
16	NO	YES	YES	NO
17	NO	YES	NO	When processing in the STANDARD mode and this return code is received utilizing Individual Logic it is required to attempt the match again using FAMILY matching logic.

EXHIBIT C
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

NCOALink MPE Return Code Matrix - continued

Code	Received during Business matching logic	Received during Individual matching logic	Received during Family matching logic	Retry matching attempts
18	NO	NO	YES	NO
19	YES	YES	YES	NO
20	YES	YES	YES	NO
66	YES	YES	YES	NO
91	NO	YES	NO	NO
92	NO	YES	NO	NO

New address information is returned only on the following return codes: A, 91, 92

Return Codes that indicate a COA was found but was unable to provide a new address: 01, 02, 03, 05, 14, 19

Return Codes that return a move effective date: A, 91, 92, 01, 02, 03, 05, 14, 19

Return Codes that should not return a move effective date: 04, 06, 07, 08, 09, 10, 11, 18, 20

Return Codes in which the move effective date must be discarded: 12, 13, 15, 16, 17

Return Codes that indicate potential matches but could not make the match due to rules: 04, 06, 07, 08, 09, 10, 11, 12, 13, 15, 16, 17, 18, 20

Return Codes returned during Individual logic only: 06, 07, 11, 12, 13, 15, 17, 91, 92

Return Codes returned during Family logic only: 04, 09, 10, 18

Return Codes that require Family matching attempts when processing in STANDARD mode: 00, 11, 13, 15, 17

Return Codes that do not allow retry of matching logic: A, 01, 02, 03, 04, 05, 06, 07, 08, 09, 10, 12, 14, 16, 18, 19, 20, 91, 92

Other Footnote Descriptions - OPTIONAL

Code	Description	Process
AA	Input Address ZIP + 4 match	ZIP + 4
A1	Input Address ZIP + 4 not matched	ZIP + 4
M1	Input Address Primary Number Missing	ZIP + 4
M3	Input Address Primary Number Invalid	ZIP + 4
P1	Input Address Missing PO, RR, or HC Box number	ZIP + 4
P3	Input Address PO, RR, or HC Box number invalid	ZIP + 4
PB	Input Address Matched to PBSA Record (Carrier Route C770 through C779)	DPV
BB	Input Address DPV matched (all components)	DPV
RR	Input Address DPV matched to CMRA	DPV
CC	Input Address DPV Primary Number match, Secondary Number not Matched (secondary number present but is not DPV confirmed)	DPV
N1	Input Address DPV Primary Number match, High-rise Address Missing Secondary Number	DPV
R1	Input Address DPV matched to CMRA but PMB Number not Present	DPV
R7	Input Address Matched to Record in Carrier Route R777	DPV
F1	Input Address Matched to a Military Address	DPV
G1	Input Address Matched to a General Delivery Address	DPV
U1	Input Address Matched to a Unique ZIP Code	DPV

Note: These codes are all generated during the CASS process. The Process indicator of "ZIP + 4" or "DPV" denotes from which portion of CASS processing the footnotes were generated.

EXHIBIT D
NCOA^{Link}® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

Per the USPS DMM[®], the ZIP + 4 and City/State data must be updated by ZIP + 4 and City/State Product users based on the DMM Standards, section 602 Exhibit 9.3.1 – USPS Database Product Cycle. New product releases must be included in address matching systems no later than after the first of the month following the product date. Mailers are expected to update their systems with the latest data files as soon as practicable and need not wait until the “last permissible use” date.

NCOA^{Link} MPE Licensees are required to update these files monthly to obtain the best possible results from the NCOA^{Link} MPE process. The following chart is provided to assist in determining which data release is considered the most current for NCOA^{Link} MPE Licensees.

Release date (posted)	Product date	Required Use Date	Expiration Date (Last permissible use date)	Last Permissible Mailing Date
Use of file released in...	(Publish date)	Must begin no later than...	And must end no later than...	
Mid-November	December 1	January 1	February 28/29	March 31
Mid-December	January 1	February 1	March 31	April 30
Mid-January	February 1	March 1	April 30	May 31
Mid-February	March 1	April 1	May 31	June 30
Mid-March	April 1	May 1	June 30	July 31
Mid-April	May 1	June 1	July 31	August 31
Mid-May	June 1	July 1	August 31	September 30
Mid-June	July 1	August 1	September 30	October 31
Mid-July	August 1	September 1	October 31	November 30
Mid-August	September 1	October 1	November 30	December 31
Mid-September	October 1	November 1	December 31	January 31
Mid-October	November 1	December 1	January 31	February 28/29

EXHIBIT E
NCOA^{Link}® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

Audit/Test File Layouts

TEST CLIENT INPUT FILE HEADER RECORD			
RECORD FROM	POSITION TO	FIELD NAME	LENGTH
1	8	NCSC AUDIT FILE CREATED DATE(YYYYMMDD)	8
9	14	NCSC AUDIT FILE CREATED TIME(HHMMSS)	6
15	18	NCSC AUDIT FILE NUMBER	4
19	26	NCSC NCOA ^{Link} RELEASE DATE	8
27	34	NCSC ZIP+4 RELEASE DATE	8
35	42	NCSC DPV RELEASE DATE	8
43	43	NCSC TYPE (Audit, Certification, Stage)	1
44	298	FILLER	255
299	300	CARRIAGE RETURN LINE FEED	2

EXHIBIT E
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

TEST CLIENT INPUT FILE DETAIL RECORD			
RECORD FROM	POSITION TO	FIELD NAME	LENGTH
1	28	INPUT CUSTOMER KEY	28
29	29	INPUT NAME PARSED (Y,N)	1
30	95	INPUT CUSTOMER NAME	66
	NOTE:	The information found in the INPUT CUSTOMER NAME will be fixed length. The data contained within the field may be presented as a single field or it may be parsed. If the name is a business, then the name will start in the first position.	
30	35	INPUT PREFIX TITLES	6
36	50	INPUT CUSTOMER FIRST NAME	15
51	65	INPUT CUSTOMER MIDDLE NAME	15
66	85	INPUT CUSTOMER LAST NAME	20
86	91	INPUT SUFFIX TITLES	6
92	95	FILLER	4
96	96	INPUT ADDRESS PARSED (Y,N)	1
97	124	INPUT CUSTOMER URBANIZATION NAME	28
125	191	INPUT CUSTOMER ADDRESS	67
	NOTE:	The information found in the INPUT CUSTOMER ADDRESS will be fixed length. The data contained within the field may be presented as a single field or it may be parsed.	
125	134	INPUT PARSED PRIMARY NUMBER	10
135	136	INPUT PARSED PRE-DIRECTIONAL	2
137	164	INPUT PARSED PRIMARY NAME	28
165	168	INPUT PARSED SUFFIX	4
169	170	INPUT PARSED POST-DIRECTIONAL	2
171	174	INPUT PARSED UNIT DESIGNATOR	4
175	182	INPUT PARSED SECONDARY NUMBER	8
183	191	FILLER	9
192	192	INPUT LAST LINE PARSED (Y,N)	1
193	234	CUSTOMER LAST LINE	42
	NOTE:	The information found in the INPUT CUSTOMER LAST LINE will be fixed length. The data contained within the field may be presented as a single field or it may be parsed.	
193	220	INPUT CITY NAME	28
221	222	INPUT STATE	2
223	227	INPUT FIVE DIGIT ZIP	5
228	231	INPUT ZIP+4 ADDON	4
232	234	FILLER	3
235	298	FILLER	64
299	300	CARRIAGE RETURN LINE FEED	2

EXHIBIT E
NCOA^{Link}® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

TEST CLIENT OUTPUT FILE HEADER RECORD			
RECORD FROM	POSITION TO	FIELD NAME	LENGTH
1	8	NCSC AUDIT FILE CREATED DATE(YYYYMMDD)	8
9	14	NCSC AUDIT FILE CREATED TIME(HHMMSS)	6
15	18	NCSC AUDIT FILE NUMBER	4
19	26	NCSC NCOA ^{Link} RELEASE DATE	8
27	34	NCSC ZIP+4 RELEASE DATE	8
35	42	NCSC DPV RELEASE DATE	8
43	43	NCSC TYPE (Audit, Certification, Stage)	1
44	298	FILLER	255
299	306	OUTPUT AUDIT FILE CREATED DATE(YYYYMMDD)	8
307	312	OUTPUT AUDIT FILE CREATED TIME(HHMMSS)	6
313	320	PROCESSED AGAINST NCOA ^{Link} RELEASE DATE	8
321	328	PROCESSED AGAINST ZIP+4 RELEASE DATE	8
329	336	PROCESSED AGAINST DPV RELEASE DATE	8
337	340	PROCESSED ON PLATFORM ID	4
341	998	FILLER	658
999	1000	CARRIAGE RETURN LINE FEED	2

EXHIBIT E
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

TEST CLIENT OUTPUT FILE DETAIL RECORD			
RECORD FROM	POSITION TO	FIELD NAME	LENGTH
1	28	INPUT CUSTOMER KEY	28
29	29	INPUT NAME PARSED (Y,N)	1
30	95	INPUT CUSTOMER NAME	66
	NOTE:	The information found in the INPUT CUSTOMER NAME will be fixed length. The data contained within the field may be presented as a single field or it may be parsed. If the name is a business, then the name will start in the first position.	
30	35	INPUT PREFIX TITLES	6
36	50	INPUT CUSTOMER FIRST NAME	15
51	65	INPUT CUSTOMER MIDDLE NAME	15
66	85	INPUT CUSTOMER LAST NAME	20
86	91	INPUT SUFFIX TITLES	6
92	95	FILLER	4
96	96	INPUT ADDRESS PARSED (Y,N)	1
97	124	INPUT CUSTOMER URBANIZATION NAME	28
125	191	INPUT CUSTOMER ADDRESS	67
	NOTE:	The information found in the INPUT CUSTOMER ADDRESS will be fixed length. The data contained within the field may be presented as a single field or it may be parsed.	
125	134	INPUT PARSED PRIMARY NUMBER	10
135	136	INPUT PARSED PRE-DIRECTIONAL	2
137	164	INPUT PARSED PRIMARY NAME	28
165	168	INPUT PARSED SUFFIX	4
169	170	INPUT PARSED POST-DIRECTIONAL	2
171	174	INPUT PARSED UNIT DESIGNATOR	4
175	182	INPUT PARSED SECONDARY NUMBER	8
183	191	FILLER	9
192	192	INPUT LAST LINE PARSED (Y,N)	1
193	234	CUSTOMER LAST LINE	42
	NOTE:	The information found in the INPUT CUSTOMER LAST LINE will be fixed length. The data contained within the field may be presented as a single field or it may be parsed.	
193	220	INPUT CITY NAME	28
221	222	INPUT STATE	2
223	227	INPUT FIVE DIGIT ZIP	5
228	231	INPUT ZIP+4 ADDON	4
232	234	FILLER	3
235	298	FILLER	64
	NOTE:	The following fields reflect the results of input name after the utilization of a name parser. This is the final parsed name information utilized in the process which was responsible for the final result. If the name is a business, then the name will start in the first position. If no match (return code 00) then this field will be blank.	
299	304	QUERY PREFIX TITLE	6
305	319	QUERY CUSTOMER FIRST NAME	15
320	334	QUERY CUSTOMER MIDDLE NAME	15
335	354	QUERY CUSTOMER LAST NAME	20
355	360	QUERY SUFFIX TITLE	6

EXHIBIT E
NCOALink® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

TEST CLIENT OUTPUT FILE DETAIL RECORD			
RECORD FROM	POSITION TO	FIELD NAME	LENGTH
	NOTE:	The following fields reflect the results of the input address after the utilization of a certified CASS ZIP+4 system. This is the final address information that was utilized in the process which was responsible for the final result.	
361	388	QUERY PARSED URBANIZATION NAME	28
389	398	QUERY PARSED PRIMARY NUMBER	10
399	400	QUERY PARSED PRE-DIRECTIONAL	2
401	428	QUERY PARSED PRIMARY NAME	28
429	432	QUERY PARSED SUFFIX	4
433	434	QUERY PARSED POST-DIRECTIONAL	2
435	438	QUERY PARSED UNIT DESIGNATOR	4
439	446	QUERY PARSED SECONDARY NUMBER	08
447	474	QUERY PARSED CITY NAME	28
475	476	QUERY PARSED STATE	2
477	481	QUERY FIVE DIGIT ZIP	5
482	485	QUERY ZIP+4 ADDON	4
486	513	RESULT PARSED URBANIZATION NAME	28
514	523	RESULT PARSED PRIMARY NUMBER	10
524	525	RESULT PARSED PRE-DIRECTIONAL	2
526	553	RESULT PARSED PRIMARY NAME	28
554	557	RESULT PARSED SUFFIX	4
558	559	RESULT PARSED POST-DIRECTIONAL	2
560	563	RESULT PARSED UNIT DESIGNATOR	4
564	571	RESULT PARSED SECONDARY NUMBER	08
572	599	RESULT PARSED CITY NAME	28
600	601	RESULT PARSED STATE	2
602	606	RESULT FIVE DIGIT ZIP	5
607	610	RESULT ZIP+4 ADDON	4
611	613	RESULT DBPC (including check digit)	3
614	617	RESULT CARRIER RTE	4
618	618	*RESULT DROP FLAG	1
619	619	*RESULT DROP N FLAG	1
620	625	RESULT MOVE EFFECTIVE DATE	6
626	627	*RESULT MIDDLE NAME/Initials(returned from NCOA/Link)	2
628	628	*RESULT GENDER (returned from NCOA/Link)	1
629	636	*RESULT HINT BYTE (after expansion)	8
637	638	RESULT NCOA LINK FOOTNOTE	2
639	640	RESULT ZIP+4 FOOTNOTE	2
641	642	RESULT DPV FOOTNOTE	2
643	658	HEX VALUE OF THE EMDP (from input address)	16
659	698	HEX VALUE OF THE SHA OF EMPD (from input address)	40
699	714	HEX VALUE OF THE FIRST 8 CHARACTERS OF 48 BYTE OBJECT	16
715	729	FIRST NAME OF THE 48 BYTE OBJECT	15
730	749	LAST NAME OF THE 48 BYTE OBJECT	20
750	754	SUFFIX NAME OF THE 48 BYTE OBJECT	5
755	794	HEX VALUE OF THE SHA OF 48 BYTE OBJECT	40
795	810	HEX VALUE OF THE DATA RETRIEVED (before reorder)	16
811	827	DECIMAL VALUE OF THE 17 DIGIT RESULT VALUE	17
828	828	RESULT MOVE TYPE (Family, Individual, Business)(F,I,B)	1
829	836	OPTIONAL – INTERMEDIATE RETURN CODES	8
837	838	ANK ^{Link} RETURN CODE (77)	2
839	840	FUTURE RETURN CODE	2
841	997	FILLER	157
998	998	RECORD TYPE (Header/Detail) (H,D)	1
999	1000	CARRIAGE RETURN LINE FEED	2

***The following fields of returned data used for analysis must not be returned to the customer: result drop flag, result drop n flag, result middle name, result gender and result hint byte.**

EXHIBIT F



NCOALink® MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOALink Mail Processing Equipment (MPE) Data User Licensee have a completed NCOALink MPE PAF for each of their NCOALink MPE customers prior to providing the NCOALink MPE service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed hardcopy document or equivalent alternative.

MAIL OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

Urbanization

City

State

ZIP+4

Telephone Number

NAICS

USPS Mailer ID (optional)

CRID (optional)

E-mail Address (optional)

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name

Company Website

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOALink Mail Processing Equipment Information Package supplied to me by _____, an NCOALink MPE Data User Licensee. I also understand that the sole purposes of the NCOALink MPE service is to provide:

- 1. Mailpiece redirection (via re-addressing) due to customer moves for mailpieces that I have submitted to the Licensee for mailing;
2. A mailpiece correction service for my customer addresses that will be used for preparation of future mailings. The mailpiece facsimiles that I have submitted to the Licensee will be returned within seven (7) business days of processing, unless I authorize a longer time period in writing; or
3. Mailpiece address correction service in which mailpieces that obtain address correction information as a result of this process will be separated from my mailing and returned either in the form hardcopy or photocopied mailpieces and returned within 72 hours of processing by the Licensee, unless I authorize a longer time period in writing. The information provided to me for this service will be used for preparation of future mailings.

Furthermore, I understand that the NCOALink MPE process may not be used to create or maintain new movers' lists.

LICENSEE

Business Name (Please print)

Name (Please print)

Title

Signature

Date

Telephone Number

Fax Number

For Licensee Use Only

PAF ID:

EXHIBIT G
NCOA^{LINK} MAIL PROCESSING EQUIPMENT DATA USER
REQUIRED TEXT DOCUMENT

<<Licensee company name>> is a non-exclusive Licensee of the USPS® (United States Postal Service®) to provide NCOA^{Link} MPE processing.

MPE Data Users receive the full 18-month data set provided weekly under direct license from the USPS.

The full NCOA^{Link} file is a consolidated file of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the United States Postal Service (USPS). These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

Before being added to the NCOA^{Link} file, the **Old** address supplied by the Postal customer must be ZIP + 4 coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA^{Link} file. If unable to validate the **New** address, the NCOA^{Link} MPE process will indicate that a move exists but will not provide the undeliverable **New** address.

New address information is provided only when a match to the old name and address is attained. The typical profile of the **New** address information contained on the NCOA^{Link} file is as follows:

- 89.68% Forwardable moves containing delivery point confirmed **New** addresses –
 New address provided
- 1.19% Moves containing unconfirmed **New** addresses – **New** address not provided
- 7.44% Moved, Left No Address**
- 1.63% PO Box Closed**
- 0.06% Foreign Moves**

** The literal "NEW ADDRESS INFORMATION UNKNOWN" is provided in lieu of address information for Mailpiece Facsimile, Notification via Returned Mailpiece, DBCS and Flats processing only.

When possible, postal customers who move multiple times within the NCOA^{Link} time period are "linked" or "chained" to ensure that the latest address is furnished when an NCOA^{Link} match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g., name spelling differences or conflicting secondary information).

The provision of change-of-address information is controlled by strict name and address matching logic. NCOA^{Link} MPE processing will only provide new address information when queried with a specific algorithm of the name and old address from a mailers' mailpieces, which matches the information on the NCOA^{Link} Product. Data contained in and information returned by the NCOA^{Link} MPE process is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change-of-Address form.

The presentation of name order is established using a pre-process before querying the NCOA^{Link} database. However, there are no restrictions on using a process to interchange the name order to yield the best possible results using the NCOA^{Link} database. It is ultimately the responsibility of the Mailer Owner working with the Licensee to determine the name order presentation correctly.

The data contained within the NCOA^{Link} Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves.

All matches made to the NCOA^{Link} file require a ZIP + 4 coded, standardized old address.

EXHIBIT G
NCOA^{LINK} MAIL PROCESSING EQUIPMENT DATA USER
REQUIRED TEXT DOCUMENT

There are five separate and distinct services that may be provided to a mailer by the NCOA^{LINK} MPE Licensee. These services fall under the NCOA^{LINK} MPE Active mode of processing, in which address information is returned or sprayed on mailpieces only when there is updated COA information.

- **Forwardable Mailpiece** – Processing in which mailpiece redirection due to customer moves via the Licensee’s NCOA^{LINK} Mail Processing Equipment.
- **Notification Via Returned Mailpiece** – Processing in which updated COA information is sprayed on mailpieces and returned to the mailer via hardcopy or photocopy mailpieces.
- **Mailpiece Facsimile** – Processing in which updated COA information is sprayed directly on mailpiece facsimiles and returned to the mailer.
- **DBCS (Delivery Barcode Sorter)** – Processing of letter mail on DBCS equipment in which no COA information is sprayed on mailpieces. Mailpieces are outsorted to a bin designated for UAA mail and either returned to the mailer or destroyed.
- **Flats** – Flats processing in which mailpiece redirection due to customer moves via the Licensee’s NCOA^{LINK} Mail Processing Equipment. Can be processed in the following modes: Forwardable Mailpiece; Notification via Returned Mailpiece; and Mailpiece Facsimile. If flat mailpieces are processed on equipment in which COA information is unable to be sprayed on the mailpieces, mailpieces are either returned to the mailer, destroyed or mailed at full rate.

The USPS has established a process called the “Rules Table.” This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY.

All nickname possibilities are derived from a standard USPS nickname list. In considering alternate presentations of an input name and address do not match to the NCOA^{LINK} file and alternative queries are attempted, any variations which obtain NCOA^{LINK} matches may be provided to the NCOA^{LINK} MPE customer for analysis, depending on the mode of processing.

When a match or a near match of an input name and address to NCOA^{LINK} MPE Product is identified, a report of the standard NCOA^{LINK} return codes may be provided by the MPE Data User, upon customer request. This report indicates the type of match made or the reason that a match could not be made.

MPE Data Users must offer the standard output format of the NCOA^{LINK} MPE process to customers, if requested, with no file manipulation by the Data User.

NCOA^{LINK} MPE processing has the potential to reduce returned mail, yet the USPS does not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the Licensees’ and/or their customers’ sole responsibility.

An NCOA^{LINK} MPE customer with questions about the specific results returned from an NCOA^{LINK} MPE process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA^{LINK} MPE data, every customer must have completed and returned to their NCOA^{LINK} MPE Data User Licensee the “NCOA^{LINK} MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM” provided to them by their Licensee. It is inappropriate to misrepresent any of the information on the form. Punitive action will be taken by the USPS if the customer or licensee is found to have knowingly supplied false information. Depending on the severity of the offense, actions may include litigious or even criminal charges being brought against the offender.

The following trademarks are owned by the United States Postal Service®: CASS, NCOA^{LINK}, United States Postal Service, USPS and ZIP + 4.

APPENDIX A
NCOA^{Link}® MAIL PROCESSING EQUIPMENT DATA USER
LICENSEE PERFORMANCE REQUIREMENTS

NCOA^{Link} MAIL PROCESSING EQUIPMENT OPERATIONAL SPECIFICATIONS

General

The forwarding information text and delivery point code returned by the NCOA^{Link} MPE system after a match is made to the name and address information provided from the Licensee's Mail Processing Equipment shall only be applied to the mailpiece or mailpiece facsimile in accordance with the specifications stated in this Appendix. The Licensor reserves the right to modify these specifications at any time upon 30 calendar days notice.

The Licensee shall ensure all mailpieces are appropriate for processing through the NCOA^{Link} MPE platform. Mailpieces must have a background that provides sufficient contrast to the NCOA^{Link} MPE information, including the delivery point barcode that enables effective USPS processing. Mailpieces must also have an adequate clear area for the application of NCOA^{Link} MPE information, as well as appropriate design, window location, and length. The Licensee shall further ensure that no NCOA^{Link} MPE information is printed over pre-existing information.

The information to be applied to the mailpieces or facsimiles as a result of NCOA^{Link} MPE processing consists of two major segments: 1) The NCOA^{Link} MPE text information that represents the new (forwarded to) address, and 2) the delivery point barcode associated with the new address.

NCOA^{Link} MPE Text Information

The NCOA^{Link} MPE text information is an uppercase alphanumeric string consisting of four components which must be applied, as specified in this appendix, to every mailpiece or facsimile matched to the NCOA^{Link} Product. The maximum number of characters that comprises the complete text information (all components) is 42. The applied NCOA^{Link} MPE text information must, in the sole judgment of the United States Postal Service, be legible, discernible, and easily interpreted by the Postal carrier attempting delivery. All components are required unless omission is specifically authorized in this Appendix. Components are as follows:

NCOA^{Link} MPE Visual Cue

The Visual Cue alerts the postal carrier that the mailpiece is destined to an address within the carrier's delivery route. This cue is the acronym "COA", meaning "Change Of Address." This field is resident on the Licensee's Mail Processing Equipment and is not returned by the NCOA^{Link} Product. The Licensee's Mail Processing Equipment will apply the NCOA^{Link} MPE Visual Cue to the mailpiece or mailpiece facsimile and immediately follow it (with no intervening spaces) with the NCOA^{Link} MPE Platform Identifier.

NCOA^{Link} MPE Platform Identifier

A three character alphanumeric identifier is assigned by the USPS to each certified NCOA^{Link} MPE platform within the Licensee's operation. This identifier provides an audit trail on the mailpiece for problem resolution. The Platform Identifier is resident on the Licensee's Mail Processing Equipment and is not returned by the USPS NCOA^{Link} system, for example "AA-". *Note: The "-" is a significant character in the identification methodology.* When applied to each mailpiece or mailpiece facsimile, this information is immediately preceded by the NCOA^{Link} MPE Visual Cue (with no intervening spaces). However, the Licensee's Mail Processing Equipment must provide a space equal to the width of a full character following this NCOA^{Link} MPE Platform Identifier, and before the New Address Delivery Line.

New Address Delivery Line

The delivery line of the new (forwarded to) address is presented as part of the NCOA^{Link} MPE text information to enable the USPS carrier to deliver the mailpiece. This field is returned to the Licensee's Mail Processing Equipment by the USPS NCOA^{Link} system only when a match occurs to an NCOA^{Link} COA record that contains a forwardable address. Although, the number of characters returned in this field will vary, the maximum number of characters for this field is 29.

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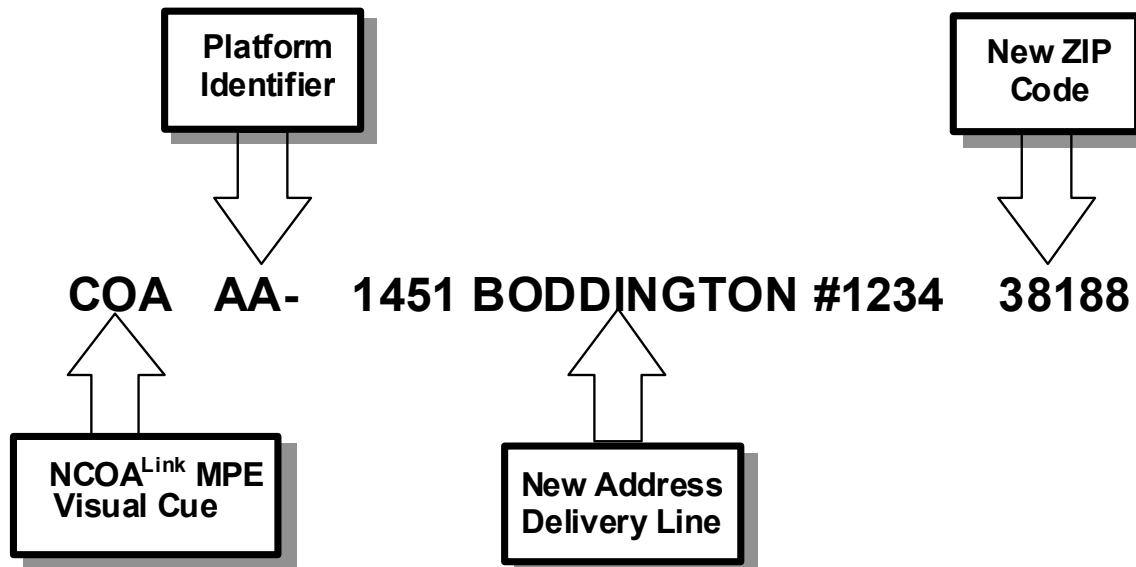
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The NCOA^{Link} Product provides the new delivery address information in the Address Line field of the Output Record. This field includes all the appropriate delivery address elements for the new delivery address (i.e., primary number, pre directional, street name, suffix, post directional, secondary descriptor, and secondary number). The NCOA^{Link} MPE Product returns the alpha characters in an upper case letter format, and returns a pound sign (#) in lieu of all secondary unit descriptors (APT, STE, etc.). Each element within this field is separated by the presence of a space, except that no space is provided between the pound sign (#) and the secondary number. The lack of space between the pound sign (#) and the secondary number must be maintained during application to the mailpiece or mailpiece facsimile. The Licensee's Mail Processing Equipment must print every character (including spaces) supplied in this field up through and including the last significant character. The Licensee's Mail Processing Equipment must provide a space equal to the width of a full character both between the platform identifier which precedes the New Delivery Address Line and following the New Delivery Address Line and before the New ZIP Code.

New ZIP Code

The New ZIP Code is the numeric five-digit ZIP Code of the new address. This data is returned to the Licensee's Mail Processing Equipment by the NCOA^{Link} Product. The NCOA^{Link} Product provides the new delivery address ZIP Code and ZIP + 4 code information, followed by the two character delivery point code and the appropriate correction character in Position 602 – 613 of the Output Record. The Licensee's Mail Processing Equipment must convert the entire field to an Intelligent Mail[®] barcode for application to the mailpiece. In addition, the Licensee's Mail Processing Equipment must use the first five characters from this field to apply the ZIP Code for the new address in numeric form. The Licensee's Mail Processing Equipment must print the numeric ZIP Code with the required spacing between and immediately after the last significant character of the new delivery address.

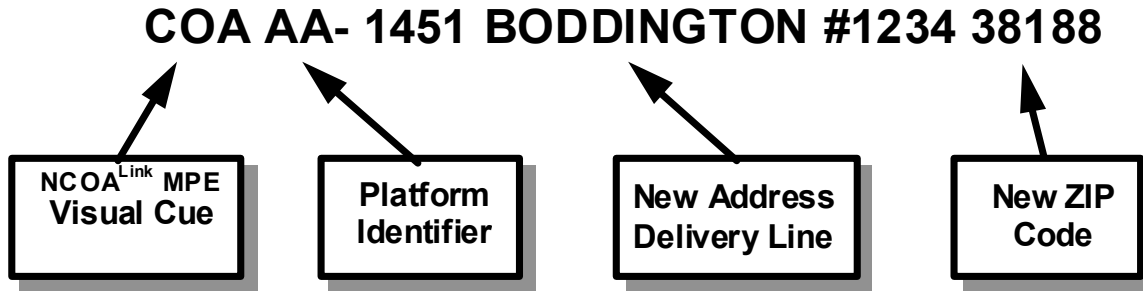
Example of components within NCOA^{Link} MPE text information:



Example of contextually correct NCOA^{Link} MPE text information:

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Human Readable Printing Requirements

All printed NCOA^{Link} MPE text information must be easily read and interpretable by humans. These general requirements as well as the specific requirements defined within this Appendix shall apply.

1. Printing shall be of sufficient quality that it can be easily read and there is no ambiguity between similarly shaped characters (e.g., the "5", "S" and "6"; the alpha "O", "Q" and numeric "0").
2. Characters shall be printed in black ink and shall have a high contrast relative to their background. Print contrast shall be uniform throughout each character.
3. Printing shall be clean and sharp. Smudges, voids within the character strokes, fill-ins, and extraneous ink outside character boundaries are not acceptable.
4. Printing shall be in a sans serif type style (font) that is easily readable. Italic, script and highly stylized fonts, as well as dot matrix characters with separated matrix elements are not acceptable.
5. No lower case alphabetic characters are acceptable.
6. Special characters currently used in NCOA^{Link} MPE text information are:
"-", "#", "&", "/", and "."
7. The printing system shall be capable of printing up to 42 text characters per line and shall have constant pitch of 10 characters per inch for the preferred NCOA^{Link} MPE information placement area and a constant pitch of 12 characters per inch for the transitional NCOA^{Link} MPE information placement area.
8. Spacing between words and/or components as required shall be one full character in width.
9. The line of print shall not be skewed (slanted) more than five degrees relative to the bottom edge of the mailpiece or facsimile.
10. Overlapping of characters (i.e., kerning) is not acceptable.

NCOA^{Link} MPE Dimensional Requirements

To achieve the USPS desired consistency of service and enable the application of NCOA^{Link} MPE information to the widest possible range of mailpiece sizes that mailers desire to use, the following requirements must be met by the Licensee:

Initially, there will be two possible physical locations on the mailpiece or facsimile where the NCOA^{Link} MPE text information may be applied. The preferred (and ultimately only allowable) placement area for the applied NCOA^{Link} MPE information will be as described under NCOA^{Link} MPE Information Requirements.

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NCOA^{Link} MPE Information Requirements

Placement

The preferred area in which NCOA^{Link} MPE text information will be applied is above the delivery point barcode and will fit completely within the barcode clear zone of the mailpiece. It is defined by these specifications:

- A. Left: Left edge of the NCOA^{Link} MPE text information will be no greater than 1/4 inch and no less than 1/16 inch from the left edge of the barcode clear zone.
- B. Bottom: Bottom of the NCOA^{Link} MPE text information is no greater than 1/8 inch and no less than 1/10 inch from the top of the delivery point barcode.
- C. Top: Top of the NCOA^{Link} MPE text information must be within 5/8 inch from the bottom edge of the mailpiece.

NCOA^{Link} MPE Characters

NCOA^{Link} MPE characters will be printed at 10 characters per inch (CPI).

Character dimension requirements are:

1. **Height:** The character height shall be 140 mils (0.140 inch) maximum and 125 mils (0.125 inch) minimum.
2. **Width:** Each character and its related space will occupy 100 mils (0.100 inch) in width. There must be a clear vertical space between each character.
3. **Aspect Ratio:** The aspect ratio of a character relates its height to its width along the centerline axis of each character. The mean average aspect ratio of the characters shall be 1:1.45 (width to height).
4. **Word Spacing:** The space between words shall be a horizontal clear space that is equal to the width of one full size character, such as a capital M.

These character requirements are the minimum standards that must be produced. The Licensee may propose alternate dimensions for Licensor consideration.

Separation Between NCOA^{Link} MPE Text Information and Delivery Point Barcode

Separation between NCOA^{Link} MPE text information and the delivery point barcode must be no greater than 1/8 inch and no less than 1/10 inch. The separation distance must be uniform for the entire length of the delivery point barcode.

Barcode Dimensions and Spacing

Barcode dimensions must adhere to the regulations set forth in the *DMM*[®] 708.4.3.2 for the Intelligent Mail[®] barcode. Measured over any 1/2 inch, horizontal spacing must be 22 ± 2 bars per inch.

Barcode Placement

Placement of the barcode on the mailpiece is as follows:

- A. Left: The first bar of the barcode must be printed between 4 1/4 inch and 3 1/2 inch from the right edge of the mailpiece.
- B. Bottom: Bottom of the barcode must be 1/4 inch from the bottom edge of the mailpiece.

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Mailpieces with Windows

Licensee shall not use Mail Processing Equipment to process any mailpieces through the NCOA^{Link} Product with a window that intrudes into the USPS barcode clear zone.

SEE EXAMPLE 1 FOR REPRESENTATION OF A MAILPIECE WITH PREFERRED NCOA^{Link} MPE INFORMATION PLACEMENT.

NCOA^{Link} MPE Compatible Letters and Cards

All mailpieces processed through the certified NCOA^{Link} MPE Platform must meet all the general and specific standards in the following sections of the DMM: **Commercial Letters and Cards** (Barcode Placement); **Commercial Flats** (Barcode Placement); and **Special Standards** (Technical Specifications).

When the preferred placement area is utilized, any USPS automation compatible mailpiece that can accommodate the currently defined USPS barcode clear zone may be a candidate for NCOA^{Link} MPE processing.

Alternative Addressing Formats

Mailpieces or mailpiece facsimiles that use Alternative Addressing Formats as described in the *DMM* section 602.3 shall not have NCOA^{Link} MPE information applied. Alternative Addressing Formats are used solely for the purpose of delivery to a specific address. Alternative Addressing includes exceptional address formats that combine a possible recipient's name and one of the following: "current resident", "current occupant", "resident", or "occupant." For the purpose of the Move Update standard, "address" means a specific address associated with a specific occupant name.

Application of Standard Literal

The standard literal that may be returned from the NCOA^{Link} Mail Processing Equipment during NOTIFICATION VIA RETURNED MAILPIECE and FACSIMILE processing is "**NEW ADDRESS INFORMATION UNKNOWN.**"

When a match is made to the name and address information passed by the Licensee's system to the USPS NCOA^{Link} System, and the Change Of Address record matched to indicates one of three possible conditions: 1) Moved, Left No Address, 2) Post Office Box Closed, or 3) Foreign Move, the text returned by the NCOA^{Link} MPE system will be the literal "**NEW ADDRESS INFORMATION UNKNOWN.**" No delivery point barcode will be returned. The literal shall be applied instead of, and in the same position as the New Address delivery Line and New ZIP Code components of the NCOA^{Link} MPE text information. The NCOA^{Link} MPE Visual Cue and the Platform Identifier must be printed along with the standard literal.

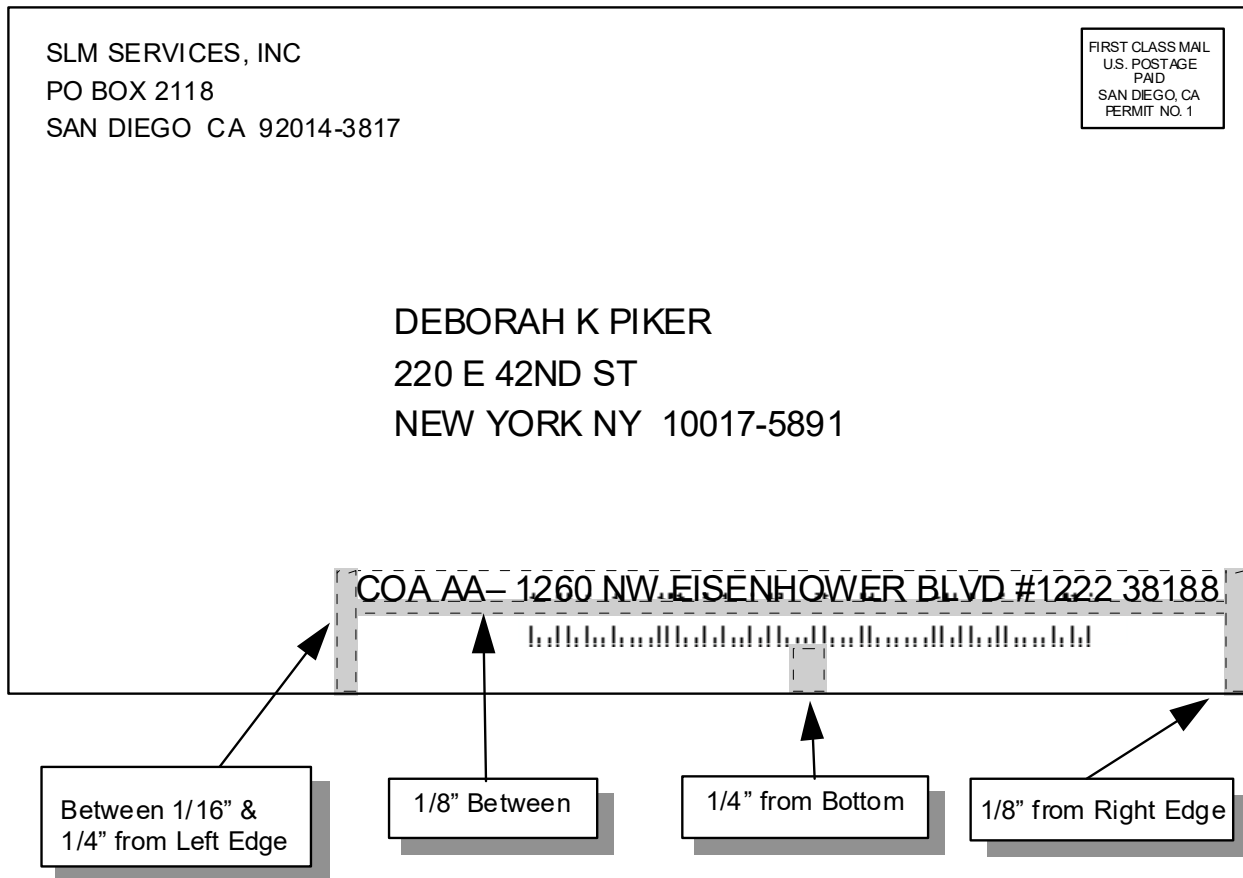
SEE EXAMPLE 2 FOR REPRESENTATION OF APPLIED LITERAL.

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EXAMPLE 1

Example of a mailpiece with preferred NCOA^{Link} MPE information placement:



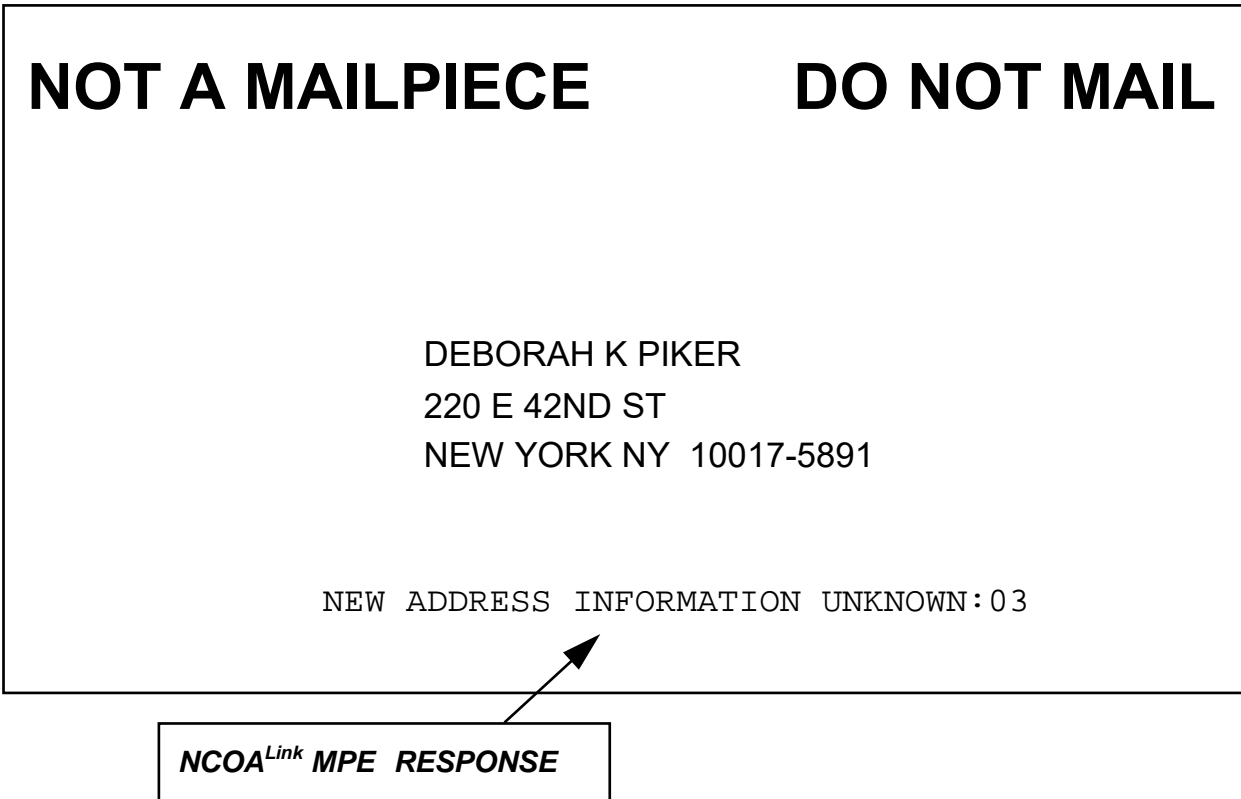
Note: Example not to scale.

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EXAMPLE 2

Example of a mailpiece facsimile with literal in preferred NCOA^{Link} MPE information placement area:



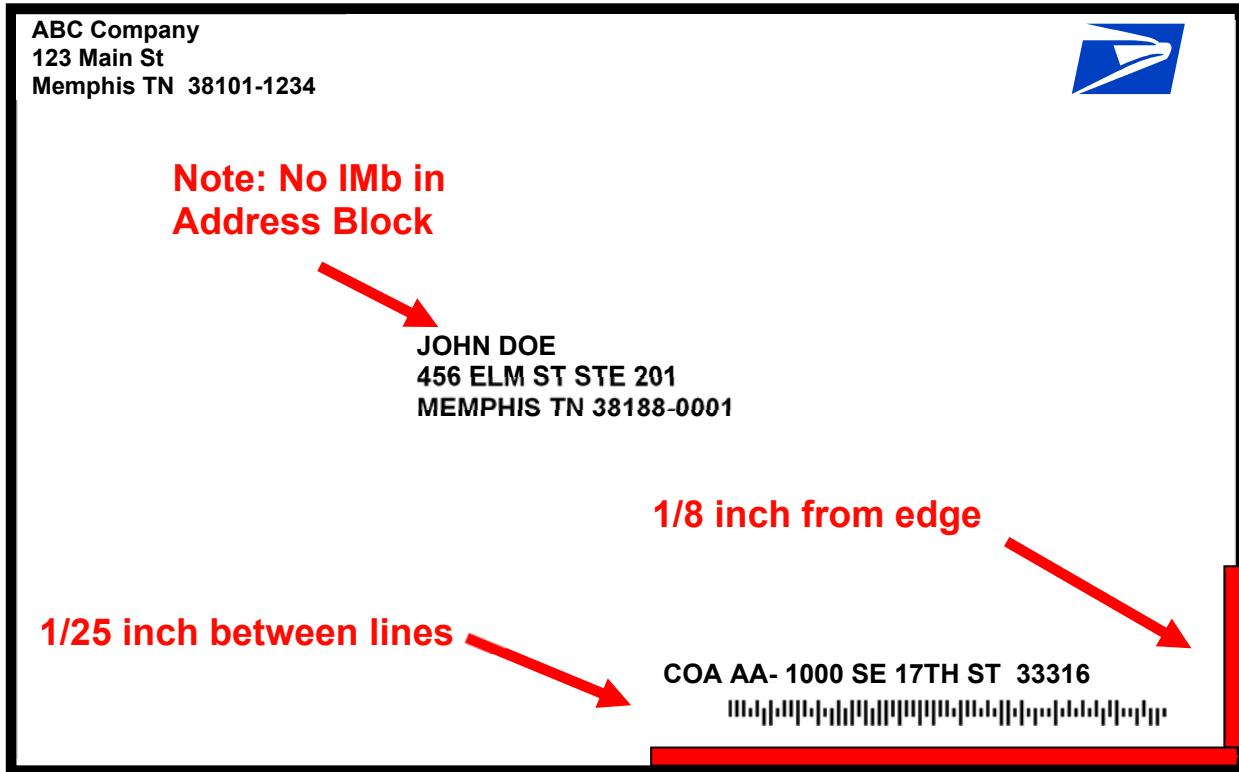
Note: Example not to scale.

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EXAMPLE 3

Example of a flat-sized mailpiece facsimile with IMb with COA information printed



Note: Example not to scale.

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ALTERNATIVE PAF RENEWAL POLICY

The USPS® has modified the existing NCOA^{Link} Processing Acknowledgement Form (PAF) renewal policy to make the process more effective for both licensees and their customers. The Alternative PAF Renewal policy serves as an option to the existing PAF renewal policy. The two models enable licensees to choose an option that best suits their business needs.

The purpose of the Alternative PAF Renewal policy is to assist Licensees in streamlining their processes of maintaining an accurate account of their customers, while adhering to the guidelines set forth in the NCOA^{Link} license agreements. This policy also enables the USPS and mailing industry to continue to comply with the Privacy Act of 1974.

The Alternative PAF Renewal option is not applicable to foreign PAFs since required information for foreign processing often changes for each request.

Existing Policy

- Prior to customers' anniversary dates, Licensees will notify their customers that their current PAFs are nearing expiration and they will need to complete new PAFs, even if contact or address information has not changed.
- Future NCOA^{Link} processing cannot be performed if the existing PAFs expire before new ones are received.
- Copies of the PAFs are maintained and kept on file for a period of six (6) years from the date of execution.

Alternative Policy

- Prior to customers' anniversary dates, Licensees will send PAF renewal notifications via email, fax, US mail, or website click-through acknowledgement requesting customers to review their existing PAFs and provide any changes to their contact or address information.
- If there are no changes, customers do not have to complete a new PAF. However if any information has changed, customers will need to update their existing PAFs and resubmit them to the Licensee. In cases where the person who completed the original PAF is no longer with the company or is no longer the List Custodian, a new PAF must be completed and submitted to the Licensee prior to NCOA^{Link} processing.

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- A copy of the original PAF and the subsequent annual email, fax or letter sent via US mail should be kept in Licensees' files for a minimum of six (6) years as proof of the annual request for updates to PAF information for their customers.
 - If Licensees choose to send email notifications, a generic email may be sent to many customers at the same time.
 - The email, fax or copy of the letter will be retained for a minimum of six (6) years as proof that all customers were contacted unless customers provide the Licensees with updated information. In these cases, the revised PAF will replace the existing PAF on file.
 - If customers fail to respond to Licenses' annual emails, faxes or letters requesting customers to review their existing PAFs, Licensees should accept that there are no changes to existing PAF and it should remain current and be retained (even beyond six years) until there is a change.
- It is the responsibility of the Licensee to ensure a completed and updated PAF is maintained and on file for each of their customers.