


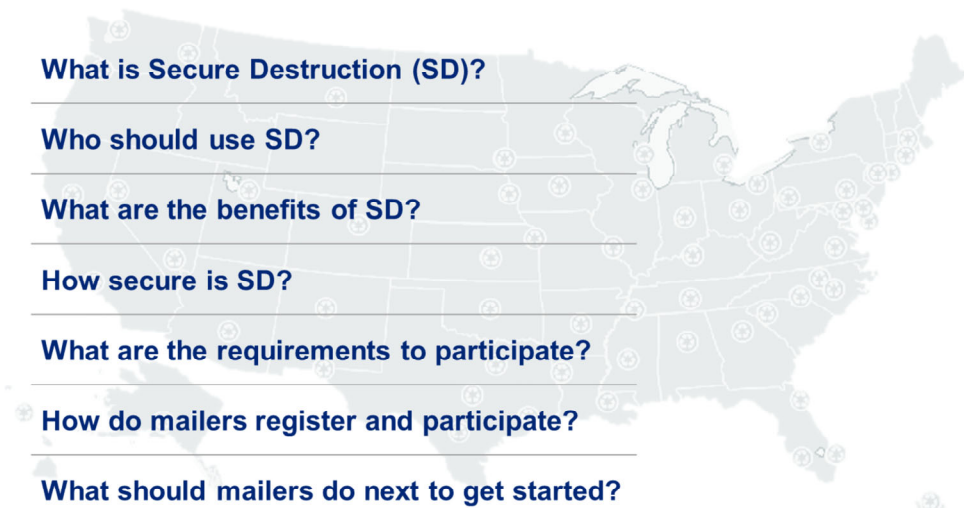
TITLE SLIDE

Today's topic is Secure Destruction, a new sustainable BlueEarth mail service offering that provides a solution for USPS customers' business needs while providing environmental and economic benefits across our mailing industry


Secure Destruction was developed as a sustainability initiative that helps achieve the USPS goals of "delivering mail at the lowest cost with minimal impact to the environment – and to better serve our customers, our bottom line, and our planet."

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Contents



- What is Secure Destruction (SD)?
- Who should use SD?
- What are the benefits of SD?
- How secure is SD?
- What are the requirements to participate?
- How do mailers register and participate?
- What should mailers do next to get started?

 POSTAL
CUSTOMER
COUNCIL

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USPS BlueEarth®
Secure Destruction

SLIDE 2

Today we will review the following topics

What is Secure Destruction (SD)?

Who should use SD?

What are the benefits of SD?


How secure is SD?

What are the requirements to participate?

How do mailers register and participate?

What should mailers do next to get started?

Note: The slide background is a map of the 61 plants where the service will be live on 11/18/14



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Secure Destruction Overview


Each year USPS® returns over 1.2 billion pieces of Undeliverable-As-Addressed (UAA) First-Class Mail® to mailers

*Large mailers send mail that is processed at USPS® facilities prior to being sent out for delivery.
 Secure Destruction identifies and eliminates UAA Return to Sender mail at the USPS® facility during processing.*


Secure Destruction Service

Secure Destruction was created in response to mailers asking to reduce handling costs for “Return to Sender” mail with Personal Protected Information (PPI)

- ✉
 Applies only to letter and flat sized First-Class Mail®
- 👤👤👤
 Performed by USPS® employees in USPS® facilities
- ☑
 An opt-in service for mailers provided at no additional fee



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SLIDE 3

Secure Destruction (SD) is an opt-in mail service offered and operated solely by USPS

Secure Destruction will reduce the amount of undeliverable as addressed 1st class letter and flat mail that is currently being returned to sender (RTS)

to protect any confidential or sensitive information in the mailpiece, the USPS is now able to identify and intercept UAA 1st class SD letter

Once intercepted, SD mail will be securely shredded and recycled

Secure Destruction was created in response to USPS customer requests to offer a service that reduces the handling costs associated with RTS mail with personal protected information



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Secure Destruction is basically a 5-step process which intercepts and destroys undeliverable as address (UAA) first class letters or flats, that would otherwise have been returned to sender (RTS), within a postal owned and operated facility. The steps for processing SD letter mail include:

1. Letter Mail enters one of 62 Postal Automated Redirection Software (PARS)/Continuous Input Output Subsystem (CIOSS) Hardware mail processing plants
2. Driven by the Secure Destruction STID in the IMB, mailpieces are labeled and sorted for Secure Destruction
3. The SD sorted mail is then verified by USPS employees to ensure accuracy before shredding
4. Verified mail is shredded using USPS industrial cross-cut shredders
5. Shredded material is recycled



SLIDE 5

- A similar 5-step process applies to UAA first class flat mail marked for SD service.

1. In this case Flat Mail enters one of 20 Flats Postal Automated Redirection Software (FPARS)/Automated Flat Sorting Machine (AFSM) 100 Hardware (aka FCISS) mail processing plants
2. Driven by the Secure Destruction STID in the IMB, mailpieces are labeled and sorted for Secure Destruction
3. The SD sorted mail is then verified by USPS employees to ensure accuracy before shredding
4. Verified mail is shredded using USPS industrial cross-cut shredders
5. Shredded material is recycled

Certain industries will receive the most benefit from the SD Service

Financial Services



- Banking
- Credit Card Providers
- Investment Firms

Service Providers



- Health Care
- Insurance
- Legal
- Telecommunications
- Utilities

Government



- Federal Government Agencies
- State Government Agencies
- Government Contractors

Education



- Public Institutions
- Private Institutions

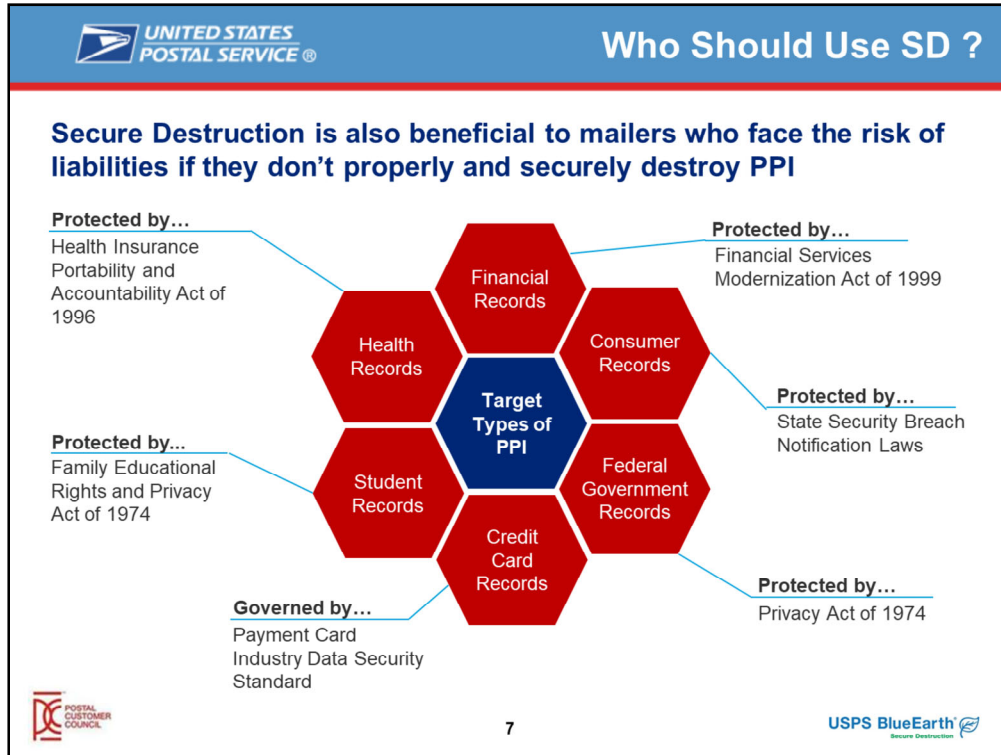


SLIDE 6

There are several industries that can benefit from the SD service based on the types of companies in those industries and the sensitivity around the type of information those companies manage

Relevant industries include: financial services, service providers, government, and education (*note: note examples of each*)

As you look at these industries and think about the relevance of Secure Destruction for your company, determine if your company falls into one of these industries



SLIDE 7

Another way to determine the application of this service to your company is to identify the type of information that you send to your customer through the mail

If you send sensitive information that must be securely managed and that is protected/governed by any information security laws, regulations or industry standards, then Secure Destruction mail service can certainly benefit your organization

Relevant information types include: financial, consumer, federal government, credit card, student, and health records

Securely destroying mail within USPS® processing facilities provides environmental, economic, and security benefits



Environmental - Reduces the carbon footprint of UAA mail through recycling and eliminating unnecessary reverse logistics associated with returning mailpieces to the sender



Economic - Reduces the costs for mailers for handling and destroying RTS mail in-house or through third party contactors at no additional cost to the mailer



Security - Strengthens mailers' information security programs, processes, and procedures



SLIDE 8

The Secure Destruction program provides environmental, economic, and security benefits:

Environmental benefits include: reduced carbon emissions (i.e. greenhouse gases) by reducing the need for additional mail processing and transportation associated with RTS mail. Other benefits included increased recycling of UAA mail.

Economic benefits include: reduced RTS handling and management costs for mailers at no additional charge from the USPS.

Security benefits include: strengthens the security profile of participating mailers by ensuring that confidential and sensitive information contained in the mail is securely removed from the mail stream and destroyed with fewer touch points

The Postal Service® has several processes in place to ensure the security of SD mail



Mail Verification - All SD mail generated undergoes individual mailpiece verification prior to destruction



Standard Handling Procedures - Mail that is not eligible or that could not be processed is handled per standard procedures



Postal Inspection Service - Periodic security assessments of Secure Destruction processes and procedures are conducted



Office of the Inspector General - Per Title 18, United States Code, investigations will occur for any allegations of mail theft by individuals and entities under contract with the Postal Service



SLIDE 9

The USPS has multiple tiers of mail security protection in place for SD Mail

Each piece of SD Mail generated on USPS mail processing equipment will be individually verified prior to destruction

Standard operating procedures and controls have been established to ensure mail flows securely thru the mail processing facility

As the appointed federal agency responsible for regulating and protecting the sanctity of the mail, the USPS Inspection Service will periodically inspect and assess SD Mail operations

As with all mail, the Office of the Inspector General and investigate any allegations of mail theft or tampering.

Secure Destruction uses industrial cross-cut equipment to shred paper smaller than the NAID standard

USPS® uses industrial cross-cut shredders

NAID maximum shred size:

- Width: 0.75 inch
- Length 2.5 inches
- Surface Area: 1210 mm²

USPS® maximum shred size:

- Width: 0.24 inch (6mm)
- Length: 1 inch (25.4mm)
- Surface Area: 152 mm²


Current level of destruction exceeds the level required to meet the NAID standard



SLIDE 10

SD further ensures the security of the mail shredding process by shredding paper to a cut size smaller than the (National Association for Information Destruction) NAID standard.

The total surface area of SD shredded material is 152mm², compared to the NAID standard of 1210mm² – over 85% smaller than the NAID standard


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How Secure (Shredding Specifications)?

The SD team also consulted the International Standard DIN 66399 to determine paper data destruction specifications

P-Level 1: General Data Surface Area: $\leq 2000\text{mm}^2$ or strip width: $\leq 12\text{mm}$ (unlimited length)

The Secure De

USPS CIOSS Mail Pro
Letter-size First-Class
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P-Level 2: Internal Data Surface Area: $\leq 800\text{mm}^2$ or
Strip width: $\leq 6\text{mm}$ (unlimited length)

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P-Level 3: Sensitive & Confidential Data
Surface Area: $\leq 320\text{mm}^2$ or
Strip width: $\leq 2\text{mm}$
(unlimited length)

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P-Level 4: Particularly Sensitive & Confidential Data
Surface Area: $\leq 160\text{mm}^2$ and
Strip width: $\leq 6\text{mm}$

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P-Level 5: Secret Data Surface Area: $\leq 30\text{mm}^2$ and strip width: $\leq 2\text{mm}$

P-Level 6: Highly Secret Data Surface Area: $\leq 10\text{mm}^2$ and strip width: $\leq 1\text{mm}$

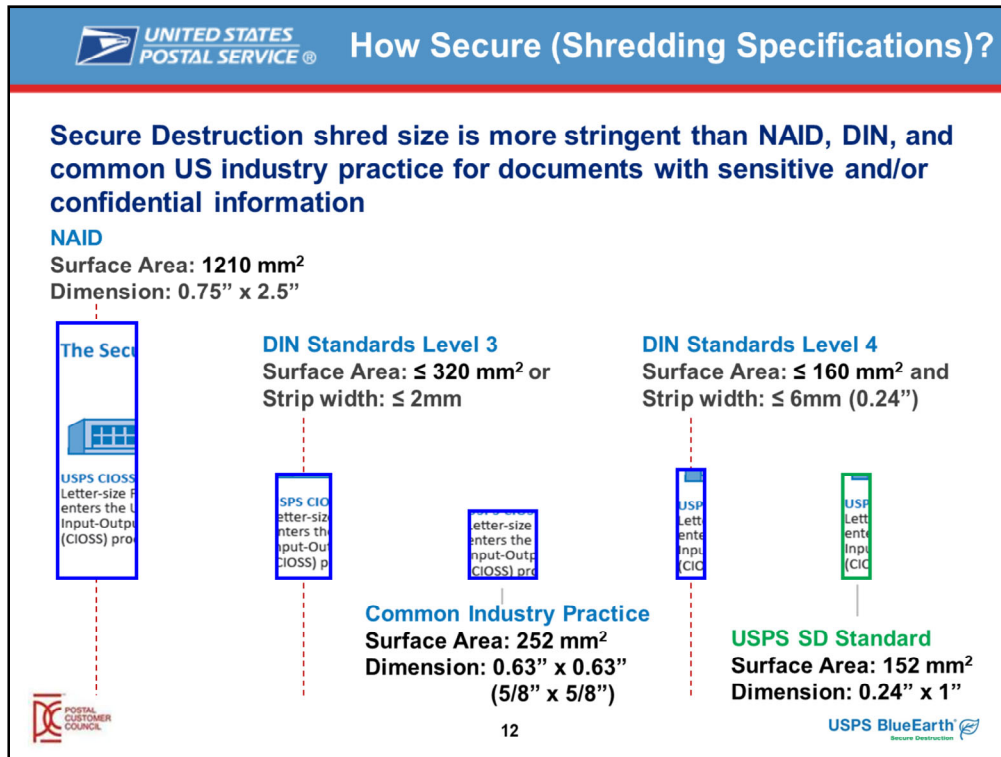
P-Level 7: Top Secret Data Surface Area: $\leq 5\text{mm}^2$ and strip width: $\leq 1\text{mm}$

SLIDE 11


The SD team also evaluated the international standards for destroying various levels of sensitive information

The SD team determined that the information contained in first-class mail fell into the sensitive/confidential category (Levels P3) and used these international standards and the NAID Standard as benchmarks before making a final decision.



SLIDE 12

- When compared to NAID, International Level P3, and common industry practice, the USPS conservatively purchased equipment that shreds to levels that exceed both NAID and common industry practice and which fall within International Level P4 for "Particularly Sensitive and Confidential Data."
- [Note: the sizes above are to scale]
- [Note: the same content is contained within each mailpiece to compare the amount of information you are able to discern]




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Requirements to Participate


Mailers must meet the following requirements in order to use the SD Mail Service

- Mailer has an ACS account
- Mailer is enrolled in Secure Destruction Mail Service Program
- Mail is First-Class Mail®
- Mail bears an Intelligent Mail® barcode (IMb™) containing a **Secure Destruction** Service Type Identifier (STID)
- Barcode is readable
- Mail requests Change Service Requested ancillary service, ACS Option 1 or 2



* A printed ancillary service endorsement is optional for First-Class Mail® when using the IMb™





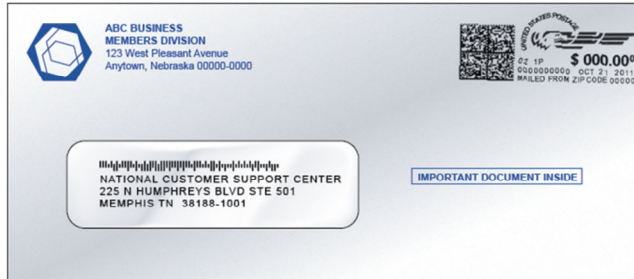
SLIDE 12

In order for a mailer to use the SD Service, the following requirements must be met:

- Mailer has an ACS account: the mailer must have a registered ACS account; mailers may also use an existing ACS account
- Mailer must be enrolled in the SD Service
- Mail is First-Class: the program is currently limited to First-Class letter and flat mail only
- IMB: the mail must have a readable mailer IMB that contains an SD-specific STID (will be discussed in a later slide)
- Change Service Request: Change Service Request, ACS Option 1 or 2 must be selected
- Use of an ancillary endorsement is optional

Secure Destruction can only occur when the Intelligent Mail® Barcode is readable

- If the barcode cannot be read and there is no printed endorsement, the mail will be treated as unendorsed
- The default treatment for unendorsed First-Class Mail® is to be forwarded or returned with no additional postage paid and no separate address correction notice




** If "Change Service Requested" is printed and the IMb™ cannot be read, First-Class Mail® will be returned to sender.*



SLIDE 14

Inability to meet the previously mentioned criteria will prevent the mailer from participating in the SD Service at this time

If the previously mentioned requirements are met; but in the rare circumstance that the IMb on the SD mailpieces is not readable, the SD mailpiece will follow default first class handling procedures independent of secure destruction and either be forwarded or returned to sender.




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Registration Process

There are five basic requirements to fulfill before preparing any SD mailings

- 1 Use of IMb™ for letter-sized First-Class Mail® is required**
 - Full-Service or Basic IMb™ used on letter-sized First-Class Mail® is allowed
 - Information and Resources regarding the IMb™ can be found at:
<https://ribbs.usps.gov/index.cfm?page=intellmailmailpieces>
- 2 An ACS account is required to receive Secure Destruction Notices**
 - You may use an existing ACS™ account: SingleSource ACS™, OneCode ACS®, or Traditional ACS™
 - If you do not already have an ACS account, complete and submit the ACS Enrollment Form at: https://ribbs.usps.gov/acs/documents/tech_guides/eACS001.PDF
- 3 Use Existing or Register for an Electronic Product Fulfillment Account**
 - If you already have an ACS account with EPF access, then you may skip this step.
 - If not, go to <http://epf.usps.gov> for the EPF Web Access Request Form
- 4 Enroll in the Secure Destruction program**
 - The form is available in the Secure Destruction eNotification guide, or from:
http://ribbs.usps.gov/forms/documents/secure_destruction/SDACS001.pdf



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SLIDE 15


In order to register for the SD Service and receive electronic notifications of securely destroyed mail, mailers must follow a 5 step process:

1. Identify first-class mail to destroy and ensure that an IMb is used
2. Register or use an existing ACS account
3. Register or use an existing EPF account to receive SD eNotifications
4. Enroll in the SD program by filling out the form located on the RIBBS site

5
Determine which Secure Destruction STID you will use in the IMb™

Address Correction Option			Full Service	
	Without IMb™ Tracing	With IMb™ Tracing	Without IMb™ Tracing	With IMb™ Tracing
Full-Service ACS™ – Change Service Requested Opt 1 w/Secure Destruction			Available for Qualified Full Service IMb™	Available for Qualified Full Service IMb™
Full-Service ACS™ – Change Service Requested Opt 2 w/Secure Destruction			Available for Qualified Full Service IMb™	Available for Qualified Full Service IMb™
One Code ACS® – Change Service Requested Opt 1 w/Secure Destruction	Available for OneCode ACS® Participants	Available for OneCode ACS® Participants		
One Code ACS® – Change Service Requested Opt 2 w/Secure Destruction	Available for OneCode ACS® Participants	Available for OneCode ACS® Participants		
Traditional ACS™ Format – Change Service Requested Opt 1 w/Secure Destruction	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants
Traditional ACS™ Format – Change Service Requested Opt 2 w/Secure Destruction	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants	Available for Traditional ACS™ Participants



 **STID will be provided after registration is complete** 16

 **Not Applicable for SD**

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Secure Destruction

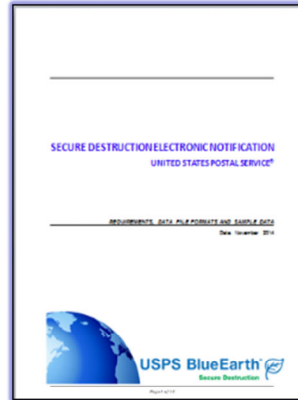
SLIDE 16

5. Determine which STID category you will use in the IMb

STID numbers will be provided to mailers after they complete the first 4 steps in the registration process

Receiving electronic notifications is a two part process *

1. Notification of new address or reason for non-delivery provided to the mailer via ACS™
2. Secure Destruction record associated with the IMb™ that will be provided in a separate report



*** All mailer SD eNotification records will be provided daily in reports available to registered mailers through the customer Electronic Product Fulfillment (EPF) customer portal website**

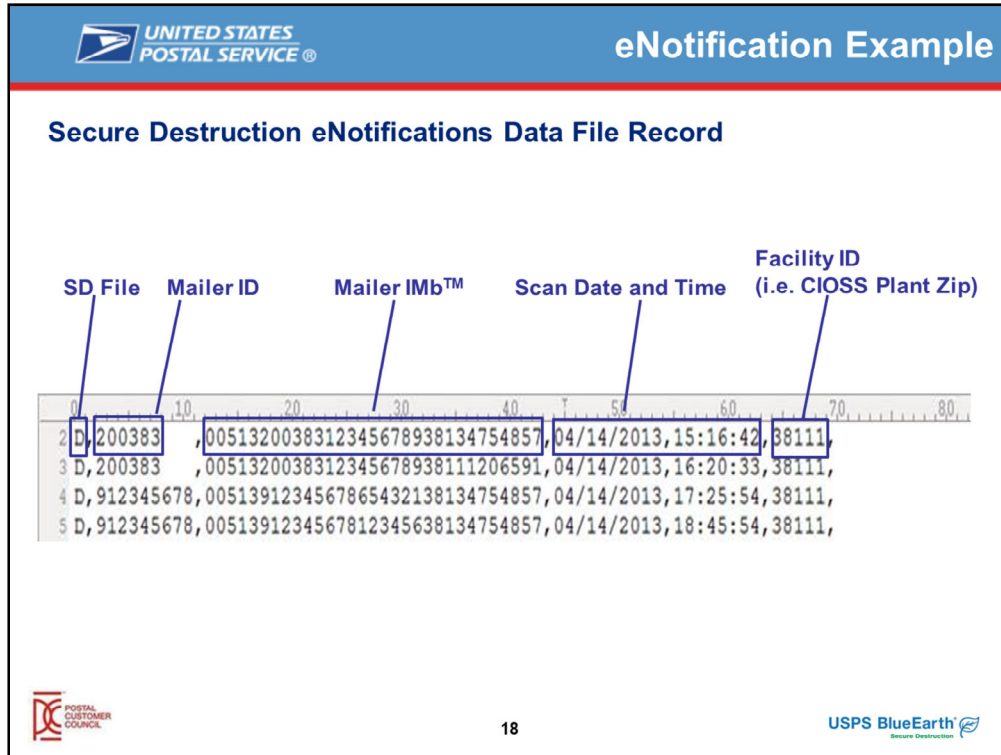


SLIDE 17

Once mailers has completed the registration process and SD mail starts to get processed, they will begin receiving notifications electronically. Mailer records when using SD will be a two part process:

1. Notification indicating the reason for non-delivery of the mailpiece
2. Notification of mailpieces (by IMb) that have entered the secure destruction process

The SD notifications can be accessed by mailers via the EPF website



SLIDE 18

When mailers access the EPF site, they will see a listing of mailpiece-level notifications similar to the one of this slide


The notification will include:

- Mailer ID


- Mailpiece IMb

- Date and Time the mailpiece entered the SD process



- Facility ID for the USPS location that processed and ultimately destroyed the mailpiece





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NEXT STEPS



- **Increase your awareness of the new SD mail service option and how it works**
- **Make the decision to enroll**
- **Target the 1st Class mailings that would benefit most from the service**
- **Enroll in the SD Program via our National Customer Support Center**
- **Prepare Mailings with SD STIDs**
- **Start saving Money !!**

SLIDE 18

As mailer's decide whether or not they want to be part of the SD process, we recommend you take some of the next steps listed in the slide to learn more about the program and to gain buy-in from your respective organizations

Additionally, mailers should access the SD page on the PostalPro website to find more information about the SD Mail Service.

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NEXT STEPS

Resource Documents


- **PostalPro SD Webpage:**
 - SD “A Primer for Mailers” PPT Presentation
 - SD Checklist for Interested Mailers
 - SD Fact Sheet
 - SD Pamphlet for Mailers
 - SD Frequently Asked Questions
 - Security Considerations Guidance and Cross Comparison Matrix
 - SD Plant Zip Lookup Table
- **PostalPro PCC Webpage:**
 - SD PCC Workshop in a Box
 - Industry Specific Data Protection Info Sheets

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Slide 20



Slide 20

- Here are some examples of the various resource documents available on the PostalPro Website


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NEXT STEPS



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For Additional Information on Secure Destruction visit the PostalPro SD Webpage at:
<https://postalpro.usps.com/mailing/secure-destruction>

IPC Sustainability Report 2014: USPS - Blue Earth Secure Destruction (VIDEO)
 Best practice case about USPS's Secure Destruction service to securely dispose undeliverable mail
<https://www.youtube.com/watch?v=0H4KJVA2vik>

SD Enrollment and eNotification Questions?...
 Contact the National Customer Support Center at:
 Phone: 877-640-0724, option 1
 Email: acs@usps.gov

Other SD Questions? ...Contact the USPS
 Office of Sustainability SD Program Mgt. Team
 Phone: 203-574-6590
 Email: ronald.f.robbins@usps.gov

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SLIDE 21

- The link to the PostalPro Secure Destruction webpage can be found at <https://postalpro.usps.com/mailing/secure-destruction>
- If you have questions about SD enrollment or other mailer requirements contact the National Customer Support Center
- Questions about the overall program can be addressed to the SD Program Manager and/or USPS account manager.



SLIDE 21

- The link to the PostalPro Secure Destruction webpage can be found at <https://postalpro.usps.com/mailing/secure-destruction>
- If you have questions about SD enrollment or other mailer requirements contact the National Customer Support Center
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