

NCOA^{Link}® MAIL PROCESSING EQUIPMENT SERVICE PROVIDER 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.

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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.

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 outsourced 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.

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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.