NCOA^{Link}® INTERFACE DISTRIBUTION

REQUIRED TEXT DOCUMENT

SOFTWARE INTERFACE DISTRIBUTION
REQUIRED TEXT DOCUMENT

<<Licensee company name>> is a non-exclusive Licensee of the United States Postal Service® (USPS®) to provide USPS certified NCOA^{Link}® interface software to authorized <<Full Service Provider, Limited Service Provider, and End User>> Licensee candidates.

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

It is important to note that not all Service Providers can provide the same level of service. Data quantity differs based on license level. Full Service Providers receive the full 48 month data set on a weekly basis. Limited Service Providers receive an 18 month data set on a weekly basis. End Users receive an 18 month data set on a monthly basis. All data fulfillments are provided under direct license from the USPS.

The sole purpose of NCOA^{Link} processing is to provide a mailing list correction tool for lists that will be used for the preparation of mailings for acceptance and delivery by the USPS. The NCOA^{Link} Product may not be used to create, generate, or maintain new movers lists or as a source to any other proprietary database for the purpose of redistribution or sale.

An input name and address must match the name and old address on a COA in order to obtain a match. When queried with a matching name and old address as input, the NCOA^{Link} process will yield the new address as the result. New address information is provided only when a match to the input name and address is attained.

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} process will indicate that a move exists but will not provide the undeliverable **New** address.

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%	P.O. Box Closed
0.06%	Foreign moves

NCOA^{Link®} INTERFACE DISTRIBUTION

REQUIRED TEXT DOCUMENT

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} processing will only provide new address information when queried with a specific algorithm of the name and input address from a mailers address list which matches the information on the NCOA^{Link} Product. Data contained in and information returned by NCOA^{Link} is determined by the move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

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

All matches made to the NCOA^{Link} file require a ZIP + 4® coded input address.

The five types of processing modes are Standard (S); Business and Individual (C); Individual (I); Business (B); and Residential (R).

Standard Processing Mode (S)
- Standard Processing Mode requires inquiries in the following order:
  - Business – Match on business name.
  - Individual – Match on first name, middle name, surname and title required. Gender is checked and nickname possibilities are considered.
  - Family – Match on surname only.
- **Under no circumstances shall there be a "Family" match only option.**

Business and Individual Processing Mode (C)
- The NCOA^{Link} customer may choose to omit all "Family" match inquiries and allow only "Individual" and "Business" matches to be acceptable. This matching process is also known as C Processing Mode.

Individual Processing Mode (I)
- The NCOA^{Link} customer may also choose to omit "Business" match inquiries when processing individual names for mailing lists that contain no business addresses.

Business Processing Mode (B)
- The NCOA^{Link} customer may choose to process for only "Business" matches when processing a "Business-to-Business" mailing list which contains no residential (Individual or Family) addresses.

Residential Processing Mode (R)
- The NCOA^{Link} customer may choose to omit "Business" match inquiries and allow only "Individual" and "Family" matches to be acceptable under Residential Processing Mode. This matching process is also known as R Processing Mode.

NCOA^{Link®} INTERFACE DISTRIBUTION

REQUIRED TEXT DOCUMENT

The USPS has opted to remove soundex from the matching logic process. Consequently, 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, without the risks associated with soundex.

All nickname possibilities are derived from a standard USPS® nickname list. In considering alternate presentations of an input name, only reasonable derivatives of the original input name are acceptable. If an input name and address do not match to NCOA^{Link®} and alternative queries are attempted, any variations which obtain NCOA^{Link} matches will be provided to the NCOA^{Link} customer for analysis.

When a match or a near match of an input name and address to NCOA^{Link} is identified, a standard NCOA^{Link} return code is provided indicating the type of match made or reason that a match could not be made.

The return code provided is the final result of an NCOA^{Link} query. At the option of the NCOA^{Link} Licensee, additional return code values from intermediate queries may be provided. The query name and/or address which generated the specific return code may not be the exact input or final query name and address provided in the standard output of a USPS NCOA^{Link} process.

The standard output of a USPS NCOA^{Link} process is:

    a. Each original unaltered input name and address as it was presented.
    b. The standardized input address appended with the correct ZIP + 4®/DPC, 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} hash table(s) as defined in this document, the 11-digit DPBC and a conversion to a standardized address, and standard return codes. 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.
    e. For each mailing address for which there is not a match to the NCOA^{Link} hash table(s), the software shall return all elements as appropriate under a and b as well as any standard return codes as may be appropriate.
    f. The urbanization name information, when applicable.
    g. The carrier route information for new (updated) addresses.
    h. DPV^{Link®} results, if returned.
    i. LACS^{Link®} results, if returned.
    j. Suite^{Link®} results, if returned.
    k. Processing summary report containing information to identify the specific list, the statistics resulting from the NCOA^{Link} process, and a notice of any other processed performed on the list.

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. <u>It is ultimately the responsibility of the Mailer Owner working with the Licensee to determine the name order presentation correctly.</u>

NCOA^{Link}® INTERFACE DISTRIBUTION

REQUIRED TEXT DOCUMENT

Although every record must be returned, the format of the records returned by a Service Provider to their clients is determined by a separate agreement between the processor and the customer.

NCOA^{Link} 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} Licensee with questions about specific processes within an NCOA^{Link} software interface and/or results returned from an NCOA^{Link} process must first contact the software distributor for explanation and resolution.

The ANK$^{Link®}$ option is available through Limited Service Provider Licensees and to End User Licensees to enable mailers to make informed choices regarding a specific customer contact. If the data indicates a move, the mailer may choose to suppress the record from their list or attempt to determine the actual new address by engaging the services of an NCOA^{Link} Full Service Provider (FSP) Licensee.

Mailers choosing to engage the services of an FSP Licensee may submit only those ANK^{Link} matches for which they need additional processing provided that:

1) The mailer informs the FSP Licensee that the list is derived from a prior ANK^{Link} process.
2) The list submitted to the FSP for processing meets the mailing list requirement of at least 100 unique names and addresses.
3) The final results are incorporated back into the original list.
4) The records separated for processing are not used to create a derivative product.

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