



## Dear Valued Customer,

Thank you for taking advantage of the SmartMover<sup>SM</sup> | NCOA<sup>Link</sup> interface available in your MAILERS+4<sup>®</sup> postal automation software.

The Move Update standards established by the USPS in 2008 require both First-Class<sup>TM</sup> and Standard Mail<sup>®</sup> mailings to be processed for move-update information within 95 days prior to the mailing date. Our SmartMover Web Service will expedite the processing of your lists to ensure you always meet, and fully comply with these strict standards.

You'll also appreciate the speed and convenience of the SmartMover NCOA<sup>Link</sup> service as the new penalty phase for non-compliant mailings, effective January 4, 2010, could end up costing you an additional 07 cents per piece of the total mailing, not just the pieces returned as UAA.

You will be able to process your mailing lists, in real time, using MAILERS+4 and the SmartMover Web Service to help keep your direct mail initiatives not only compliant, but on time, and ensuring the greatest deliverability and response rates.

### This packet includes all the documents you need to successfully process your mailing for NCOA<sup>Link</sup>

1. The NCOA<sup>Link</sup> Processing Acknowledgement Form (PAF) - 1 page
2. The NCOA<sup>Link</sup> Instruction Packet (PAF Policies and Instructions) - 2 pages
3. The NCOA<sup>Link</sup> Full Service Provider Required Text Document - 3 pages

### Melissa Data will require PAF documents filed once a year for customers who are:

1. The End User>List Owner: Processes a list for their own private use – Only needs to submit one PAF.
2. Processes lists for multiple clients – Needs to submit a PAF for each client (list owner) and will also need to include how many records will be submitted per file, per customer email address.

Once you have completed and submitted the PAF document, I will send you our easy instructions for using your MAILERS+4 and the built-in, patented ListWare<sup>®</sup> program to upload your file for real-time processing when you are ready.

Please fax the completed PAF to 949-589-5211.

Sincerely,

Your Melissa Data DES Support Team



## NCOA<sup>Link</sup>® 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 NCOA<sup>Link</sup> Licensee have a completed NCOA<sup>Link</sup> PAF for each of their NCOA<sup>Link</sup> customers prior to providing the NCOA<sup>Link</sup> 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.

### LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Telephone Number

NAICS

USPS Mailer ID  
(optional)

E-mail Address

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name  
(if applicable)

Company Website (optional)

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA<sup>Link</sup> Information Package supplied to me by Melissa Data, an NCOA<sup>Link</sup> Service Provider. I also understand that the sole purpose of the NCOA<sup>Link</sup> service is to provide a mailing list correction service for lists that will be used for preparation of mailings. Furthermore, I understand that NCOA<sup>Link</sup> may not be used to create or maintain new movers' lists.

### LICENSEE

Melissa Data

Business Name (Please print)

Fulbert Chan or Rob Freese

Director of Data Services or PAF Controller

Name (Please print)

Title

Signature

Date

(800) 800-6245

(949) 281-5170 or (949) 589-5211

Telephone Number

Fax Number

**BROKER/AGENT**  **LIST ADMINISTRATOR** (Check applicable box)

Business Name (Please print)

Address

City/State/ZIP+4

Name (Please print)

Title

Signature

Date

Telephone Number

NAICS

Email Address

**For Licensee Use Only**

PAF ID:

Broker/Agent ID:

List Administrator ID:

# NCOA<sup>Link</sup>® Information Package

## PAF Policies and Instructions

The collection of information on the Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service® (USPS®) requires that each National Change Of Address Link (NCOA<sup>Link</sup>) licensee have a completed NCOA<sup>Link</sup> PAF for each of their NCOA<sup>Link</sup> customers prior to providing the NCOA<sup>Link</sup> service. The NCOA<sup>Link</sup> 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 NCOA<sup>Link</sup> customers at a minimum of 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 original or a photocopy or facsimile representation of the original document.

- Only the first page of this document (the PAF) needs to be returned and held on file at Melissa Data.
- A facsimile or photocopy is acceptable.
- If you make a mistake, draw a line through it and make a correction next to it or above it.
- No whiteout is accepted.
- No PAF will be accepted unless it is properly filled out. All fields, except where noted, are required.
- Under no circumstances will an NCOA<sup>Link</sup> customer's job continue to be processed or shipped if they are negligent in providing an acceptable PAF.

## Section One: LIST OWNER

This section is to be filled out by the list owner.

<b>1. Company Name</b>	The company name must be written out completely. Initials or abbreviations such as USPS are not acceptable unless they are part of the legal name of the company.
<b>2. Address</b>	In the case that a company has multiple offices, a PAF must be filled out and signed for each address receiving data. Note: A P.O. Box™ is not an acceptable address unless it is the company's only address.
<b>3. City</b>	City name of the company location.
<b>4. State</b>	State name of the company location.
<b>5. ZIP+4</b>	ZIP+4™ postal code of the company location.
<b>6. Telephone Number</b>	Telephone number for the company.
<b>7. NAICS Code</b>	The company's NAICS code is required. The North American Classification System (NAICS) code is a six-position code that has replaced the U.S. Standard Industrial Classification (SIC) code. If you are not sure what your NAICS code is, there are several websites that provide this information, including: <a href="http://www.census.gov/eos/www/naics/">http://www.census.gov/eos/www/naics/</a>
<b>8. USPS Mailer ID (optional)</b>	The USPS identification number for the company.
<b>9. E-mail Address</b>	The email address for the company contact.
<b>10. Parent Company Name</b>	If the company identified in the "Company Name" field is a subsidiary of another company, list the name of the parent company here. If no parent company exists, leave this field blank.

<b>11. Marketing or DBA Company Name or Primary Affiliate Company Name</b>	If the company identified in the "Company Name" field is "doing business as" in place of another legal entity, please identify the name of that company here. If no other company name exists, leave this field blank.
<b>12. Company Website (optional)</b>	The URL of the company's home page.
<b>13. Name</b>	Name of person authorizing the processing.
<b>14. Title</b>	Title of the person (manager or higher).
<b>15. Signature</b>	Signature of the person authorizing the processing.
<b>16. Date</b>	Date the person signed the form.

## Section Two: LICENSEE

The box titled "Licensee" should be left blank. This is for Melissa Data use only. No other name should appear on the line designated for the licensee other than "Melissa Data". If any wording other than "Melissa Data" appears on this line, the form will be rejected as unacceptable and returned to you.

## Section Three: BROKER/AGENT or LIST ADMINISTRATOR

This section is to be filled out by the broker/agent or list administrator (please check off the appropriate designation). If you are a reseller of NCOALink services you would always be in the broker section and your client would be the List Owner.

<b>1. Business Name</b>	Name of the Broker/Agent or List Administrator.
<b>2. Address</b>	Address of the business.
<b>3. City/State/ZIP</b>	City, state, and ZIP+4 for the business.
<b>4. Name</b>	Name of the person signing the form.
<b>5. Title</b>	Title of the person signing the form.
<b>6. Signature</b>	Signature of the person authorizing the processing.
<b>7. Date</b>	Date the person signed the form.
<b>8. Telephone Number</b>	Telephone number for the company.
<b>9. NAICS Code</b>	The NAICS Code is required for the business.
<b>10. Email Address</b>	Use the Email address you will reference when you process files. If you have multiple files, we suggest setting up a group Email.

## NCOA<sup>Link</sup> Processing Approval Waiver

The USPS requires that all of its NCOA<sup>Link</sup> licensees process and return all customer address list files within seven (7) days of receipt unless a longer period is specified by the customer in writing. Melissa Data considers the completed NCOA<sup>Link</sup> PAF associated with this document as acknowledgement in writing by the signatory that in some circumstances, services requested from Melissa Data may take longer than seven (7) business days to complete as stipulated by the USPS.

**NCOA<sup>Link®</sup> FULL SERVICE PROVIDER  
REQUIRED TEXT DOCUMENT**

Version 2: 1/29/09

(page 1 of 3)

Melissa Data is a non-exclusive Licensee of the USPS<sup>®</sup> (United States Postal Service<sup>®</sup>) to provide Full Service NCOA<sup>Link®</sup> processing, ZIP + 4<sup>®</sup>, Coding, DPV<sup>®</sup>, LACS<sup>Link®</sup> and Suite<sup>LinkTM</sup>.

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

The full NCOA<sup>Link</sup> 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<sup>Link</sup> file, the **Old** address supplied by the Postal customer must be ZIP + 4<sup>®</sup> 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<sup>Link</sup> file. If unable to validate the **New** address, the NCOA<sup>Link</sup> 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 input name and address is attained. The typical profile of the **New** address information contained on the NCOA<sup>Link</sup> file is as follows:

80.92% Forwardable moves containing delivery point confirmed <b>New</b> addresses – <b>New</b> address provided
1.18% Moves containing unconfirmed <b>New</b> addresses – <b>New</b> address not provided
13.80% Moved, left no address
3.92% PO Box Closed
0.18% Foreign moves

When possible, postal customers who move multiple times within the NCOA<sup>Link</sup> time period are "linked" or "chained" to ensure that the latest address is furnished when an NCOA<sup>Link</sup> 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<sup>Link</sup> 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<sup>Link</sup> Product. Data contained in and information returned by NCOA<sup>Link</sup> is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

The data contained within the NCOA<sup>Link</sup> Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves.

All matches made to the NCOA<sup>Link</sup> file require a ZIP + 4 coded, parsed 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<sup>Link</sup> 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<sup>Link</sup> 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<sup>Link</sup> 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<sup>Link</sup> 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.

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<sup>Link</sup> and alternative queries are attempted, any variations which obtain NCOA<sup>Link</sup> matches will be provided to the NCOA<sup>Link</sup> customer for analysis.

(page 3 of 3)

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

The standard output of a USPS NCOA<sup>Link</sup> 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<sup>Link</sup> Product, a standardized new address with 11-digit Delivery Point Barcode (DPBC) and standard return codes.
- d) When a match is made, the following elements must be returned: the move effective date, the specific name and address utilized in the query that obtained the match, and the move type. The move type is determined by the Interface 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<sup>Link</sup> Product, the Interface shall return all elements as appropriate under items 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® results for the input address, if requested.
- i) LACS<sup>Link®</sup> results, if requested.
- j) Suite<sup>Link™</sup> results, if requested.
- k) Processing summary report containing information to identify the specific list and the statistics resulting from the NCOA<sup>Link</sup> process performed on the list.

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<sup>Link</sup> 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<sup>Link</sup> customer with questions about the specific results returned from an NCOA<sup>Link</sup> process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA<sup>Link</sup> data, every customer must have completed and returned to their NCOA<sup>Link</sup> Licensee the "NCOA<sup>Link</sup> PROCESSING ACKNOWLEDGEMENT FORM" provided to them by their Licensee or Agent. It is inappropriate to misrepresent any of the information on the form. Punitive action will be taken by the USPS if the customer, agent 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<sup>Link</sup>, DPV, LACS<sup>Link</sup>, Suite<sup>Link</sup>, United States Postal Service, USPS, ZIP + 4, P.O. Box, and Intelligent Mail.