



NCOA^{Link}® SERVICE PROVIDER MAIL PROCESSING AGENT INFORMATION PACKAGE

Anderson Direct Marketing is a non-exclusive Licensee of the USPS[®] (United States Postal Service[®]) to provide NCOA^{Link}, ZIP + 4[®] Coding, DPV[®] LACS^{Link}® and Suite^{Link}™ processing.

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} 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^{Link} file is as follows:

- 80.92% Forwardable moves containing delivery point confirmed **New** addresses –
New address provided
- 1.18% Moves containing unconfirmed **New** addresses – **New** 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^{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. However, some address updates are based on near matches. 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 name and move type (Business, Individual or Family; however the Family move type is not applicable to the Mail Processing Agent Program) indicated on a Postal customer's Change of Address form.



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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, parsed input address.

The three types of processing modes available to Mail Processing Agents are Business and Individual (C); Individual (I); and Business (B).

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.

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

The USPS has created a standard nickname list, which allows for alternate presentations of an input name, i.e. James and Jim. The standard nickname list allows for potential matches to the NCOA^{Link} data set. Only reasonable derivatives of the original input name are acceptable.

Occasionally matches will be made based on the above processes.

The standard output of a USPS NCOA^{Link} process for the Mail Processing Agent is:

- a) Each original unaltered input name and address as it was presented.
- b) The standardized new (updated) address from all processes, including CASS, DPV, LACS^{Link} and Suite^{Link}, appended with the correct ZIP + 4/DPC, 11-digit Delivery Point Barcode (DPBC) and carrier route information.
- c) 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.



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- d) The urbanization name information, when applicable.
- e) The carrier route information for the standardized input address or the standardized new (updated) addresses.
- f) DPV results for the input address, if requested.
- g) LACS^{Link} results, if requested.
- h) Suite^{Link} results, if requested.
- i) Processing summary report containing information to identify the specific list and the statistics resulting from the NCOA^{Link} process performed on the list.

The Mail Processing Agent must submit a minimum of 100 unique names and addresses on each mailing list for NCOA^{Link} processing exclusively for acceptance, handling and delivery by the USPS. The Service Provider must only return the updated list to the Agent. Upon receipt of the updated mailing lists, Agent must destroy the original and updated mailing lists within 30 days from the date the mail pieces are deposited into the mail stream.

The Mail Processing Agent cannot use this process for the purpose of returning updated mailing lists to its customers. To obtain the updated lists, Agent's customers must use the standard NCOA^{Link} process and complete the standard NCOA^{Link} Processing Acknowledgement Form (PAF).

The Mail Processing Agent shall not disclose any updated address information to any third parties for any purpose whatsoever.

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 Mail Processing Agent's sole responsibility.

A Mail Processing Agent with questions about the specific results returned from an NCOA^{Link} process must first contact the NCOA^{Link} Service Provider for explanation and resolution.

Prior to the processing of NCOA^{Link} data, every Mailing Processing Agent must have completed and returned to their NCOA^{Link} Service Provider Licensee the "MAIL PROCESSING AGENT NCOA^{Link} 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 Mail Processing 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.

If USPS determines that a Mail Processing Agent is not in compliance with the guidelines set forth in the Mail Processing Agent NCOA^{Link} Processing Acknowledgement Form, the NCOA^{Link} Mail Processing Agent Information Package or any documentation pertaining to this program, the USPS, at its sole discretion, has the right to prohibit all



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NCOA^{Link} Service Provider Licensees from entering into an agreement with the Agent to perform mail processing services.

USPS, or its designated agents or representatives, shall have the right to visit Agent's premises and examine Agent's computer systems, processing files, documents, and other materials relating to the Mail Processing Agent program with or without notice to the Agent. Agent shall provide USPS or its agents or representatives access during normal business hours to the premises, books, and records that relate to the use of the program by Agent.

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