

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

MBS Insight, Inc. 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.

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 **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<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.

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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.

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.

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- 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 ANK<sup>LinkTM</sup> option is available through Limited Service Provider 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<sup>Link</sup> Full Service Provider (FSP) Licensee.

Mailers choosing to engage the services of an FSP Licensee may submit only those ANK<sup>Link</sup> 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<sup>Link</sup> process.

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- 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®: ANK<sup>Link</sup>, CASS, NCOA<sup>Link</sup>, United States Postal Service, USPS and ZIP + 4.



# 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 (optional) \_\_\_\_\_

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 \_\_\_\_\_, 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

Business Name (Please print) \_\_\_\_\_

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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 \_\_\_\_\_ Company Website (optional) \_\_\_\_\_

### For Licensee Use Only

PAF ID: \_\_\_\_\_ Broker/Agent ID: \_\_\_\_\_ List Administrator ID: \_\_\_\_\_

# MBS

an  dialog company

570 South Research Place • Central Islip, NY 11722-4415 • 631.851.5000

Dear SmartMove Customer:

According to USPS mandate (see attached), if the total processing of your records is not completed within seven (7) business days, we must obtain your approval in writing to ensure MBS' compliance. This seven-day window not only includes NCOA<sup>Link</sup> process, but any additional processing as well. Please sign and return this document to my attention.

If you have any questions, please do not hesitate to contact me at (631) 851-5092.

Sincerely,

Mark E. Mellynchuk  
Manager Production Services and Postal Products  
MBS

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Please consider the signature below as permission for MBS to exceed the USPS stipulation for number of days to process a file through NCOA.

COMPANY NAME \_\_\_\_\_  
CUSTOMER NAME (Please Print) \_\_\_\_\_  
SIGNATURE \_\_\_\_\_  
DATE \_\_\_\_\_

## 8.2 - 8.3 Standards of Performance

- 8.2 Licensee must process and return all customer address list files within seven (7) business days of receipt unless a longer period is specified by the customer in writing. (Business days are defined as Monday through Friday.) The fulfillment cycle starts the day the customer file is received by the Licensee.
- 8.3 Licensee must maintain a service log, which will include the PAF ID as prescribed in section 9.2. These service logs will be maintained and be made available for Postal Service review for a period of 5 years. The customers' written requests for longer turnaround times shall be reported on the log, maintained with the hardcopy PAFs, and retained for six (6) years. This service log shall also be kept on a computer file and shall be submitted to USPS electronically on a monthly basis. (See Exhibit F for format.)



By signing below you certify that you have read and understood the accompanying required text document, that you are an authorized representative of the list owner and that all information on the SmartMove processing acknowledgment form has been completed accurately and truthfully. You also understand that under no circumstances may a third party broker, agent or list administrator be considered the Mailing List Owner nor have the authority to sign on behalf of the Mailing List Owner.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax this signed document and your PAF to:

Attn: Mark Mellynychuk  
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