

The USPS is requiring mail list owners to electronically sign a "NCOA Processing Acknowledgment Form" before Mail Service Providers can run the required National Change of Address software.

When a list is provided to API-Marketing for processing, we will generate the PAF form which will automatically email "you" the list owner.

The email will be titled and come from:

"Move Update Processing" from moveupdate@postalpaf.com

Move Update Account Notification

1 message

Move Update Processing <moveupdate@postalpaf.com>
Reply-To: Do not reply to this message <donotreply@postalpaf.com>
To: mrapiim@gmail.com

Wed, Nov 30, 2016 at 7:15 PM

Important: Approve Your Move Update PAF

Auburn Printers/API-Marketing will be processing mailing lists on your behalf through NCOALink®, a USPS®-approved Move Update process. You must review the Required Text Document and agree to the terms of the Processing Acknowledgment Form (PAF) before Auburn Printers/API-Marketing can process your lists. USPS regulations prevent Auburn Printers/API-Marketing from signing this form on your behalf.

You can find additional information about PAFs at the following link.

[Click here to review and approve the PAF.](#)

Best regards,

The PAF approval team

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When you receive this email you are required to electronically sign it.

Click on the link in the body of the email, scroll down until you see "I agree to the terms of the PAF." Check that box.

Click "submit" and you are done.

Approve Your PAF with Auburn Printers/API-Marketing for Move Update Processing

Auburn Printers/API-Marketing will be processing mailing lists on your behalf through NCOALink®, a USPS-approved Move Update process. You must review the Required Text Document and agree to the terms of the following Processing Acknowledgment Form (PAF) before Auburn Printers/API-Marketing can process your lists. USPS regulations prevent Auburn Printers/API-Marketing from signing this form on your behalf.

The collection of information on this Processing Acknowledgment Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service® (USPS®) requires that each NCOALink® Licensee have a completed NCOALink® PAF for each of their NCOALink® customers prior to providing the NCOALink® 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 affect whether it is an ink-signed hardcopy document or equivalent electronic.

LIST OWNER

I, The undersigned, an authorized representative of
ABC Company
Company Name
142 Hoffman Ave
Address
Auburn CA 95603-4210
City State ZIP+4
530-885-1234 307910 USPS Mail ID (optional) mrapiim@gmail.com E-mail Address (optional)
Telephone Number N/A (if)
Parent Company Name
Marketing or "DBA" Company Name or Primary Affiliate Company Name (if applicable) Company Website (optional)
John Smith List Manager
Name (Please print) Title
Signature Date
 I agree to the terms of the PAF
Submit
Frequently Asked Questions
Why am I getting this email?

Api-Marketing will receive email acknowledgment of your signature and then will continue processing your list for the final postage amount for your mailing.

Please see a copy of the NCOA Processing Form and FAQ below.



NCOA^{Link}® 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^{Link} Licensee have a completed NCOA^{Link} PAF for each of their NCOA^{Link} customers prior to providing the NCOA^{Link} 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

Company Website (Optional)

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA^{Link} Information Package supplied to me by _____ (PRE-PRINTED NCOA^{Link} LICENSEE NAME) an NCOA^{Link} Service Provider. I also understand that the sole purpose of the NCOA^{Link} service is to provide a mailing list correction service for lists that will be used for preparation of mailings. Furthermore, I understand that NCOA^{Link} 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

E-mail Address

NAICS

Company Website

For Licensee Use Only

PAF ID:

Broker/Agent ID:

List Administrator ID:

NCOA^{Link}® SERVICE PROVIDER REQUIRED TEXT DOCUMENT

<<Service Provider>> is a non-exclusive Licensee of the USPS® (United States Postal Service®) to provide <<Full and/or Limited>> Service NCOA^{Link}® 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^{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:

- 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

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 name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

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 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.

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 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} 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^{Link} 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^{Link}® results, if requested.
- j) Suite^{Link}® results, if requested.
- k) Processing summary report containing information to identify the specific list and the statistics resulting from the NCOA^{Link} process 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. It is ultimately the responsibility of the Mailer Owner working with the Licensee to determine the name order presentation correctly.

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} customer with questions about the specific results returned from an NCOA^{Link} process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA^{Link} data, every customer must have completed and returned to their NCOA^{Link} Licensee the "NCOA^{Link} 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^{Link}® 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^{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[®]: ANK^{Link}, CASS, NCOA^{Link}, DPV, LACS^{Link}, Suite^{Link}, United States Postal Service, USPS and ZIP + 4.

Frequently Asked Questions

Why am I getting this email?

You have requested mailing services from Auburn Printers/API-Marketing. In order to complete your project, Auburn Printers/API-Marketing has to process your lists through NCOA^{Link}[®], a USPS-approved Move Update service. This is required for most postal discounts.

What is a PAF?

A Processing Acknowledgement Form (PAF) is required for all companies involved in NCOA^{Link}[®] processing. USPS requires that each NCOA^{Link}[®] Licensee have a completed NCOA^{Link}[®] PAF for each of their NCOA^{Link}[®] customers prior to providing the NCOA^{Link}[®] service. It authorizes Auburn Printers/API-Marketing to process mailing lists through NCOA^{Link}[®] on your behalf.

Why are PAFs required?

NCOA^{Link}[®] includes name and address data, and USPS is required by the Privacy Act of 1974 to ensure that the data is used correctly. The NCOA^{Link}[®] license requires that all parties involved in NCOA^{Link}[®] processing be identified, and that they agree to the terms. NCOA^{Link}[®] processing is designed to keep mailing lists current, and cannot be used to create new mover lists.

What happens if I don't agree to the terms?

If you do not agree to the terms, do not check the "I agree" check box and contact Auburn Printers/API-Marketing immediately. While your mailing job may require Move Update processing, there may be other ways to satisfy this requirement.

I'm having trouble submitting my agreement. What should I do?

If you have trouble submitting your agreement, we suggest trying another web browser. You can also print the PAF, or contact Auburn Printers/API-Marketing to request that a paper version of the PAF be sent to you, which you can sign and fax to 1-206-357-2901.

I have already run NCOA on my list, what do you need to process my mailing?

Every list must be processed within 90 days of mailing. If you processed the list within the 90 days we need the "NCOA Summary Processing" form before we can process your list. On page 8 is a few samples of what that might look like.

Sample NCOA Processing Forms

NCOALink® REPORT - 1 NCOALink® Processing Summary Report

JOB INFORMATION

Licensee Company Name: COMPACTIS
 Customer PAF ID: LBGZ73310099000002
 Mailer Company Name: COMPACT INFORMATION SYSTEMS
 List Name: CONSUMER QC USA

 Process Category: Normal Processing (NORMAL)
 Pre-Processes Performed: Yes, Data Modifications from Postal Data Only (P)
 Concurrent Processes Performed: None (N)
 Post-Processes Performed: None (N)
 Standard Output Returned: All NCOALink® Required Output Returned (Y)
 Matching Logic Applied: Standard (Business, Individual, Family matches allowed) (S)
 Data Returned: COA Data Returned with Footnotes and Statistics (C)
 Class of Mail: First-Class and Standard Mail® (F)
 Date NCOALink® Complete: 12/01/2016
 Date List Returned to Customer: 12/01/2016
 Processes Performed: CASS, NCOALink, DPV, LACSLink, SUITELink

 NCOALink® Database Version Date 11/21/2016

NCOALink® Processing Summary Report

The following information is provided by Satori Software, Inc. as a result of running a MOVE Update process.

A. Job Information

1. Job ID 00001	2. Total Processed 1875	3. Credits Used N/A
4. Job Start December 07, 2016 14:48:11	5. Job End December 07, 2016 14:48:16	6. List Returned December 07, 2016 14:48:16
7. Customer PAF ID FBCW624120200E9V2U	8. Customer Company Seniors First	9. Licensee Company Satori Software, Inc.
10. Broker/Agent PAF ID FBCW323111A7M6VM		

** NCOALink Processing Summary Form **
 ** **

This section of the Report may be used to provide NCOALink Proof-of-Processing.

Processing Date: 07/01/2016
 NCOALink Build Date: 06/13/2016
 NCOALink Build Number: 1242
 Licensee Company Name: Acxiom Corporation
 PAF ID: FBBF54151399000044
 Mailer Company Name: Acxiom Internal - Infobase Lis
 File/List/Database Name:
 Processing Category: Normal
 Pre-Processes Performed Flag: P
 Concurrent Processes Performed Flag: N
 Post-Processes Performed Flag: N
 Standard Output Returned Flag: Y
 Matching Logic Applied Flag: S