

How to Complete the Move48 (NCOALink® 48 months) Processing Acknowledgement Form (PAF)

In order for us to process files we need you to fill out the attached NCOA Link® Process Acknowledgement Form and send it back to us. You can send it back to us in a PDF file or you can fax it to (608) 796-0657. The USPS is requiring us to have each of our customers fill out one of these forms.

- Review the attached NCOA Link® Limited Service Provider Required Text Document.
- Fill out the LIST OWNER information. The following fields are required per the USPS:
 1. Company Name
 2. Address
 3. City
 4. State
 5. ZIP + 4 (This is the standard 5 digit zip code plus the an additional 4 digits)
 6. Telephone Number
 7. Email Address
 8. NAICS – Please consult the attachment or go the NAICS web site (<http://www.census.gov/epcd/www/naics.html>) to help determine your 6 digit NAICS number
 9. Parent Company Name
 10. DBA or Affiliate Company Name
 11. Name (please print)
 12. Title
 13. Signature
 14. Date
 15. Leave the LICENSEE alone
 16. Leave BROKER AGENT/LIST ADMINISTRATOR unchecked and do not fill out information below it.

If you have any questions on how to fill out the form correctly, please feel free to contact us at (855) 631- 5050 or email listcleanup-customerservice@authenticom.com.



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 original or a photocopy or facsimile representation of the original document.

LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City State ZIP+4

Telephone Number E-mail Address NAICS

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name

Name (Please print) Title

Signature Date

do hereby acknowledge that I have received and reviewed the NCOA^{Link} Information Package supplied to me by **Peachtree Data, Inc.**, an NCOA^{Link} Full Service Provider Licensee. 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

Peachtree Data, Inc.

Business Name (Please print)

Brian Beckman

Name (Please print)

Data Processing Manager

Title

Signature

Date

678-987-4600

Telephone Number

678-987-5600

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

For Licensee Use Only

PAF ID: FBCC

Broker/Agent ID:

List Administrator ID:

NCOALink® Full Service Provider Required Text Document (1 of 3)

Peachtree Data is a non-exclusive Licensee of the USPS® (United States Postal Service®) to provide Full Service NCOALink® processing, ZIP + 4® Coding, DPV®, LACSLink® and SuiteLink™.

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 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 NCOALink® 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 NCOALink 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 NCOALink file. If unable to validate the New address, the NCOALink 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 NCOALink file is as follows:

80.91%	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 NCOALink time period are “linked” or “chained” to ensure that the latest address is furnished when an NCOALink 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. NCOALink 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 NCOALink Product. Data contained in and information returned by NCOALink 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 NCOALink Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves.

All matches made to the NCOALink file require a ZIP + 4 coded, parsed input address.

The five types of processing modes are:

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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.

Business & Individual Processing Mode (C)

The NCOALink 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 NCOALink 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 NCOALink 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 NCOALink 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 NCOALink and alternative queries are attempted, any variations which obtain NCOALink matches will be provided to the NCOALink customer for analysis.

The standard output of a USPS NCOALink process is:

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- 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 NCOALink 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 NCOALink 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 LACSLink® results, if requested
- j SuiteLink™ results, if requested
- k Processing summary report containing information to identify the specific list and the statistics resulting from the NCOALink® 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.

NCOALink 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 NCOALink customer with questions about the specific results returned from an NCOALink process must first contact the processor for explanation and resolution.

Prior to the processing of NCOALink data, every customer must have completed and returned to their NCOALink Licensee the "NCOALink 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.

If you have any questions on how to complete the NCOALink Processing Acknowledgement Form (PAF), please contact your Peachtree Data Account Representative. You can also find additional information about NCOALink on our website at www.peachtreedata.com/ncoalink.

Codes and Description from <http://www.census.gov/epcd/naics02/>

2002 NAICS (North American Industry Classification System) Codes and Titles (6-digit Codes Only) Abbreviated List

Most commonly used NAICS (for use with NCOALink™ PAF)

<u>Code</u>	<u>NAICS Title/Description</u>	<u>Code</u>	<u>NAICS Title/Description</u>
323110	Commercial Lithographic Printing	713950	Bowling Centers
323114	Quick Printing	713990	All Other Amusement and Recreation Industries
323115	Digital Printing	721110	Hotels (except Casino Hotels) and Motels
323117	Books Printing	813110	Religious Organizations
323119	Other Commercial Printing	813212	Voluntary Health Organizations
323122	Prepress Services	813311	Human Rights Organizations
445110	Supermarkets and Other Grocery (except Convenience) Stores	813312	Environment, Conservation and Wildlife Organizations
445120	Convenience Stores	813410	Civic and Social Organizations
445299	All Other Specialty Food Stores	813910	Business Associations
491110	Postal Service	813920	Professional Organizations
511110	Newspaper Publishers	813940	Political Organizations
511120	Periodical Publishers	221122	Electric Power Distribution
511130	Book Publishers	221210	Natural Gas Distribution
511140	Directory and Mailing List Publishers	236118	Residential Re-modelers
511210	Software Publishers	238210	Electrical Contractors
518210	Data Processing, Hosting, and Related Services	238220	Plumbing, Heating, and Air-Conditioning Contractors
522110	Commercial Banking	311811	Retail Bakeries
522120	Savings Institutions	334611	Software Reproducing
522130	Credit Unions	335228	Other Major Household Appliance Manufacturing
541430	Graphic Design Services	336111	Automobile Manufacturing
541490	Other Specialized Design Services	336112	Light Truck and Utility Vehicle Manufacturing
541613	Marketing Consulting Services	336612	Boat Building
541810	Advertising Agencies	336999	Other Transportation Equipment Manufacturing
541820	Public Relations Agencies	425110	Business to Business Electronic Markets
541840	Media Representatives	441110	New Car Dealers
541860	Direct Mail Advertising	441120	Used Car Dealers
541910	Marketing Research and Public Opinion Polling	441210	Recreational Vehicle Dealers
561410	Document Preparation Services	441221	Motorcycle Dealers
561422	Telemarketing Bureaus	441222	Boat Dealers
561431	Private Mail Centers	441229	All Other Motor Vehicle Dealers
561439	Other Business Service Centers (including Copy Shops)	441310	Automotive Parts and Accessories Stores
611210	Junior Colleges	442110	Furniture Stores
611310	Colleges, Universities, and Professional Schools	442299	All Other Home Furnishings Stores
712110	Museums	443111	Household Appliance Stores
712120	Historical Sites	443112	Radio, Television, and Other Electronics Stores
713210	Casinos (except Casino Hotels)	443120	Computer and Software Stores
713910	Golf Courses and Country Clubs	444110	Home Centers
713940	Fitness and Recreational Sports Centers		

<u>Code</u>	<u>NAICS Title/Description</u>		<u>Code</u>	<u>NAICS Title/Description</u>
444130	Hardware Stores			
444210	Outdoor Power Equipment Stores			
444220	Nursery, Garden Center, and Farm Supply Stores			
446130	Optical Goods Stores			
448310	Jewelry Stores			
451110	Sporting Goods Stores			
451120	Hobby, Toy, and Game Stores			
451140	Musical Instrument and Supplies Stores			
451211	Book Stores		541830	Media Buying Agencies
452111	Department Stores (except Discount Department Stores)		541890	Other Services Related to Advertising
452112	Discount Department Stores		541990	All Other Professional, Scientific, and Technical Services
452910	Warehouse Clubs and Super-centers		561110	Office Administrative Services
452990	All Other General Merchandise Stores		561440	Collection Agencies
453210	Office Supplies and Stationery Stores		561450	Credit Bureaus
454111	Electronic Shopping		561491	Repossession Services
454113	Mail-Order Houses		561499	All Other Business Support Services
454390	Other Direct Selling Establishments		561510	Travel Agencies
511199	All Other Publishers		561591	Convention and Visitors Bureaus
516110	Internet Publishing and Broadcasting		561910	Packaging and Labeling Services
517110	Wired Telecommunications Carriers		561920	Convention and Trade Show Organizers
517212	Cellular and Other Wireless Telecommunications		561990	All Other Support Services
517310	Telecommunications Resellers		611110	Elementary and Secondary Schools
517910	Other Telecommunications		611511	Cosmetology and Barber Schools
518111	Internet Service Providers		611519	Other Technical and Trade Schools
518112	Web Search Portals		611699	All Other Miscellaneous Schools and Instruction
519190	All Other Information Services		622110	General Medical and Surgical Hospitals
522291	Consumer Lending		622210	Psychiatric and Substance Abuse Hospitals
522292	Real Estate Credit		622310	Specialty (except Psychiatric and Substance Abuse) Hospitals
523110	Investment Banking and Securities Dealing		623990	Other Residential Care Facilities
523999	Miscellaneous Financial Investment Activities		624190	Other Individual and Family Services
524113	Direct Life Insurance Carriers		711190	Other Performing Arts Companies
524114	Direct Health and Medical Insurance Carriers		711211	Sports Teams and Clubs
524126	Direct Property and Casualty Insurance Carriers		711212	Racetracks
524127	Direct Title Insurance Carriers		711219	Other Spectator Sports
524128	Other Direct Insurance (except Life, Health, and Medical)		712130	Zoos and Botanical Gardens
524210	Insurance Agencies and Brokerages		713110	Amusement and Theme Parks
541110	Offices of Lawyers		713290	Other Gambling Industries
541199	All Other Legal Services		721120	Casino Hotels
541211	Offices of Certified Public Accountants		721199	All Other Traveler Accommodation
541213	Tax Preparation Services		722110	Full-Service Restaurants
541219	Other Accounting Services		722410	Drinking Places (Alcoholic Beverages)
541320	Landscape Architectural Services		811111	General Automotive Repair
541330	Engineering Services		811490	Other Personal and Household Goods Repair and Maintenance
541511	Custom Computer Programming Services		812111	Barber Shops
541512	Computer Systems Design Services		812112	Beauty Salons
541513	Computer Facilities Management Services		813930	Labor Unions and Similar Labor Organizations
541519	Other Computer Related Services		812990	All Other Personal Services
541618	Other Management Consulting Services			