

GETTING READY FOR THE NEW MOVE UPDATE STANDARDS

This is the first of a series of articles to get you ready for the new Move Update standards that take effect later this year.

Effective Nov. 23, the Postal Service is increasing its effort to improve the percentage of deliverable mail by revising the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding or return by the periodic matching of a mailer's address records with customer-filed change-of-address orders. The final rule published Sept. 23, 2007, included the following changes related to Move Update processing:

- Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.
- Extend the revised Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables), as well as automation-rate and presort-rate First-Class Mail.

The Postal Service and the mailing industry believe these revised standards are crucial to the business interests of mailers as well as the continued vitality of the postal system. In fiscal year 2004, the Postal Service handled 9.7 billion pieces of undeliverable-as-addressed (UAA) mail at a cost of \$1.85 billion. These revised standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which will reduce UAA mail.

In cooperation with the mailing industry, we are committed to reducing UAA mail volume in order to create and maintain a cost-efficient mailstream. An efficient automated mailstream works best when mailpieces have complete, correct and up-to-date addresses. Revisions to the Move Update standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates. High-quality addressing, best possible depth of ZIP+4 Codes and accurate Intelligent Mail and POSTNET barcodes that result in the delivery of the mailpiece to the intended recipient in an efficient manner, should be primary tools that mailers use to reduce UAA mail volume.

Move Update Requirement for All Standard Mail

A key reason for this extension is that one of the conclusions of an independent study of the cost, volume and characteristics of UAA mail found that mail entered as Standard Mail accounted for 62.8 percent of all UAA mail volume.

For Standard Mail mailers, the new Move Update standard does not mean that you begin an updating process on Nov. 23, but rather, starting Nov. 23, mailers must begin using addresses that were updated within the previous 95 days. For example, a mailing entered on Dec. 1 must bear addresses that were updated no earlier than Aug. 28.

Authorized methods for Standard Mail to qualify for the Move Update standards include:

- NCOA^{Link} processing.
- FASTforward MLOCR processing (letter mail only).
- OneCode ACS (Address Change Service) in conjunction with an Intelligent Mail barcode and a mailer ID.
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement.
- Use of an appropriate on-piece ancillary service endorsement without ACS.

Keep in mind, to complete the Move Update process, mailers who rely on ACS or on-piece ancillary service endorsements without ACS, must incorporate the address changes received prior to subsequent

mailings. Also, if an address used on a mailpiece in a mailing at one class of mail is updated with an approved method, the same address may be used during the following 95 days in another mailing as well as another class of mail, and meets the Move Update standard.

Mailpieces using an alternative addressing format in *Domestic Mail Manual 602.3.0*, such as “John Doe or Current Resident,” “Occupant” or “Postal Customer,” are not subject to the Move Update standards. Alternative address formats, however, may not be used on mailpieces with any extra service, such as Delivery Confirmation, with any ancillary service endorsement, or mail addressed to an overseas military post office.

Customers with questions should contact the Post Office where they enter their mailings. For additional information, go to Postal Explorer at pe.usps.com and click *Address Quality*.

ARE YOU READY FOR MOVE UPDATE?

The Postal Service is stepping up its efforts to reduce undeliverable-as-addressed (UAA) mail. On Nov. 23, new Move Update standards take effect. To be ready, mailers must begin using addresses that were updated no earlier than Aug. 20. The Move Update standards provide options for customers to reduce the number of mailpieces that require forwarding, return or being treated as waste by periodically matching address records with customer-filed change-of-address orders.

Here are the changes related to Move Update processing:

- Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.
- Extend the new Move Update standards to include all Standard Mail — letters, flats, parcels and Not Flat-Machinables — as well as automation-rate and presort-rate First-Class Mail.

The Postal Service and the mailing industry believe these revised standards are crucial to the business interests of mailers as well as the continued vitality of the postal system. In Fiscal Year 2004 the Postal Service handled 9.7 billion pieces of UAA mail at a cost of \$1.8 billion. The new standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which in turn will reduce UAA mail.

In cooperation with the mailing industry, we are committed to reducing UAA mail volume in order to create and maintain a cost-efficient mailstream. An efficient automated mailstream works best when mailpieces have complete, correct and current addresses. The new Move Update standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates. High-quality addressing, best possible depth of ZIP+4 Codes and accurate Intelligent Mail and POSTNET barcodes that result in the delivery of the mailpiece to the intended recipient in an efficient manner should be primary tools that mailers use to reduce UAA mail volume.

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For Standard Mail mailers, the new Move Update standard means that on Nov. 23, mailers must begin using addresses on their mailpieces that were updated within the previous 95 days. For example, a mailing entered on Nov. 23 must bear addresses that were updated no earlier than Aug. 20.

Authorized methods for Standard Mail to qualify for the Move Update standards include:

- NCOALink processing.
- *FASTforward* MLOCR processing (letter mail only).
- OneCode ACS (Address Change Service) in conjunction with an Intelligent Mail barcode and business entity ID.
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement.
- Use of an appropriate on-piece ancillary service endorsement without ACS.

Keep in mind, to complete the Move Update process, mailers who rely on ACS or on-piece ancillary service endorsements without ACS, must incorporate the address changes received prior to subsequent mailings. Also, if an address used on a mailpiece in a mailing at one class of mail is updated with an

approved method, the same address may be used during the following 95 days in another mailing as well as another class of mail, and meets the Move Update standard.

Mailpieces using an alternative addressing format in *Domestic Mail Manual 602.3.0*, such as “John Doe or Current Resident,” “Occupant” or “Postal Customer,” are not subject to the Move Update standards. Alternative address formats, however, may not be used on mailpieces with any extra service (for example, Delivery Confirmation) with any ancillary service endorsement or mail addressed to an overseas military post office.

Customers with questions should contact the Post Office where they enter their mailings. For additional information, go to Postal Explorer at pe.usps.com and click *Address Quality*.

FREQUENTLY ASKED QUESTIONS

For Standard Mail mailers, does updating have to begin on Nov. 23?

Mailers do not begin their updating process on Nov. 23, but rather, on this date mailers must begin using addresses that were updated within the previous 95 days. For example, a mailing entered on Nov. 23, must bear addresses that were updated no earlier than Aug. 20.

My business does not maintain a mailing list with an address-update cycle. How does the Move Update standard apply when my customer provides an address?

In most instances, a mailpiece sent shortly after the address was provided by the addressee will not require forwarding, and the mailpiece will be delivered as addressed. If you send a mailpiece to the address within 95 days of the date the address was provided, the address complies with the Move Update requirement. If you use the address 95 or more days after it was provided, you must, at a minimum, use an on-piece ancillary service endorsement for address correction or other authorized method.

In addition to the address list, what documentation must a list owner furnish to a mailer obtaining an address list?

The list owner is obligated to prove it is aware of the Move Update standards and that the addresses on the list comply. The list owner should keep the following for two years:

- Move Update output reports documenting that the address list went through an authorized Move Update process within 95 days before the mailing was submitted to the Postal Service.
- Proof that names on the list added since the last update came directly from customers (if applicable).

I am a mailing agent (for example, presort bureau). When I accept mail, if my clients cannot prove that they have updated their addresses within 95 days of the scheduled mailing date, can I still include those mailpieces in automation rate or presort rate First-Class Mail or Standard Mail mailings?

No, unless you are a *FASTforward* licensed multi-line optical character reader (MLOCR) user using *FASTforward* to update the addresses. Otherwise those mailpieces must be mailed at the First-Class Mail single-piece rate.

If my mail is processed for Move Update using *FASTforward* MLOCR, which mailpiece design issues, other than general automation compatibility, do I need to be concerned about?

The name and address must be in the optical character reader (OCR) read area, and all mailpieces must have a lower-right barcode clear zone so the MLOCR can spray the appropriate barcode and the new

address in the barcode clear zone if a move is identified. Mailpieces with exceptional address formats (for example, “Or Current Resident”) are not eligible for *FASTforward* processing.

If I use an exceptional address format (for example, “Jane Doe or Current Occupant”) on my mailings, must the recipient name have been updated within the previous 95 days?

No. Each mailpiece will be delivered to the address appearing on the mailpiece whether or not the named recipient resides at that address. The physical elements of the addresses, however, must have been updated using an appropriate process for the rates claimed.

I have Coding Accuracy Support System (CASS)-certified address-matching software that ensures I have good addresses. Does this meet the standards for new names and addresses?

No. Address-matching software looks up addresses to standardize, correct and validate the physical address elements and append ZIP+4 Codes. It does not perform a name lookup to determine whether the addressee is still at that address and, therefore, does not meet the Move Update standard.

How do I meet Move Update requirements when mailing to an address recently added to my address list?

The Move Update process is individual name-and-address-based, not “list-based.” When a customer contacts a business and as a result is added to the list, the newly added address can “ride” with the list until the next cycle for update. The address can be added to the list only if the customer has requested services or literature or has purchased merchandise.

I am a Standard Mail mailer and rent solicitation lists for mailing. Since these addresses are newly acquired, do they have the same 95 day grace period as addresses received directly from customers?

No. Only addresses received directly from customers have the initial 95-day grace period until the next scheduled update cycle. Addresses obtained from other sources (for example, list brokers) must have undergone processing using NCOA^{Link} or *FASTforward* MLOCR prior to mailing. If one of the customers from the solicitation list responds to your mailing by requesting services or literature or purchasing merchandise and is added to your house list, then that address can be mailed to for the next 95 days without any Move Update processing. After 95 days, any one of the approved methods — NCOA^{Link}, ACS/OneCodeACS, *FASTforward*, Ancillary Service Endorsements or alternative methods — can be used for that address.

Does a list or an address have to be updated every 95 days?

An address can be updated any time, provided it is within 95 days before the address is actually used for a mailing. For example, if a mailer mails using a list once every two years, that list would have to be updated using one of the authorized Move Update methods no more than 95 days before the mailing.

I am preparing my very first direct mail campaign under Standard Mail. I bought a mailing list. The broker said I need to do Move Update processing before I mail and I can’t use either an ancillary service endorsement, ACS or OneCode ACS on my mailpieces to meet the Move Update requirement. Is this true?

Your broker is correct. An ancillary service endorsement or ACS/OneCode ACS cannot be used for the first mailing to an address, unless you received that address directly from your customer within 95 days of your mailing. You must use a pre-mailing Move Update method, such as NCOA^{Link} or *FASTforward* MLOCR, to catch potentially UAA addresses due to customer moves before you mail. For all of your subsequent mailings to that address, you can use a post-mailing Move Update method, such as ancillary service endorsement or ACS/OneCode ACS, as long as no more than 95 days has transpired until your next mailing. When you receive a change of address notification from your ancillary service endorsement or ACS/OneCode ACS, simply update your customer’s record within your mailing list and use that new address for future mailings.

OK. Once I use a pre-mailing Move Update method for all addresses I am mailing to for the first time, then I can use ancillary service endorsements or ACS/OneCode ACS for subsequent mailings. Can I use any ancillary service endorsement on my mailpieces to meet the Move Update requirement for those mailings?

No. There are certain endorsements that can be used as a “stand-alone” method for meeting the Move Update requirement. Only the endorsements: “Address Service Requested,” “Return Service Requested,” “Temp-Return Service Requested” (First-Class Mail only), and “Change Service Requested” (Standard Mail only) meet the requirement as a “stand-alone” method. “Electronic Service Requested” must be used in conjunction with ACS/OneCode ACS. “Forwarding Service Requested” does not meet the Move Update requirement. For more information about the use of each endorsement, see DMM 507 at *pe.usps.com*.

Must entire lists be updated each time updating is done?

Entire lists do not have to be updated at once. The update requirement applies to individual addresses, not to entire lists. Only those addresses that will be used in a mailing need to meet the Move Update standard. If a portion of a list used for a mailing was not updated within 95 days of mailing, the list could not be used with an ancillary service endorsement as the method to comply with the Move Update standard, because some of the addresses would not have been updated within 95 days prior to the mailing. However, the list could be used if processed using NCOA^{Link} or *FASTforward* MLOCR prior to mailing.

Will a mailpiece that bears the ancillary service endorsement “Change Service Requested” meet the standard?

Printing an appropriate ancillary service endorsement on a mailpiece does not, by itself, satisfy the standard. A Standard Mail piece being mailed on or after Nov. 23, does not meet the standard if an approved Move Update process was not used in the prior 95 days.

Is any Move Update documentation required at the time of mailing?

No, the mailer’s signature on postage statements submitted in hard copy or in electronic format, such as *PostalOne!* or Mail.dat, certifies that the mailing complies with all relevant standards, including Move Update, and that the mailing qualifies for the prices and fees claimed. Mailers are encouraged to check the “Move Update Method” boxes on the postage statement.

MOVE UPDATE: POST-MAILING METHODS

For mailers to be ready for Move Update requirements, they must use addresses that were updated no earlier than 95 days prior to the date of mailing. This applies to mailings entered after Nov. 22. Except for mail bearing an alternative address format, addresses used will be required to meet the Move Update standard. This applies to all First-Class Mailings at automation and presort prices, and to all Standard Mail mailings.

The choices available to meet the Move Update requirement, along with the wide use of alternative addressing formats (such as “John Doe” or “Current Resident”), provide sufficient flexibility for meeting the requirement. One of the approved “post-mailing” methods for Move Update is the use of an appropriate ancillary service endorsement on mailings.

Ancillary service endorsements allow mailers to obtain the addressee’s new address if the addressee filed a change-of-address (COA) order with the Postal Service, or the reason for nondelivery. These endorsements also provide the Postal Service with instructions on how to handle undeliverable-as-addressed mail, does the mailer want the piece to be forwarded, returned or disposed of at the delivery Post Office?

Printing an appropriate ancillary service endorsement on a mailpiece however does not, by itself, satisfy the Move Update standard. To satisfy the Move Update standard, the address on the mailpiece must have gone through an approved Move Update process during the previous 95-day period. The addresses in your files are up to date and meet the standard if:

- You are mailing to your address files — at a minimum — every 95 days.
- All subsequent mailings bear an appropriate ancillary service endorsement.
- Your address files have been updated using the address correction notices received.

Manual address notifications are the least effective and most costly Move Update method for the Postal Service, mailers and list owners. When the higher fee per notice is added to the costs associated with manually processing and incorporating the COA information into their address files, these costs often far exceed the fee for the address correction notice.

Address Change Service (ACS) is an electronic enhancement to manual methods of providing COA information to mailers. The system substantially reduces the volume of printed address-correction notices and centralizes and automates address correction information to mailers. Mailers add a unique mailer identification code to the address area of their mailpieces to identify them as ACS participants.

If utilizing the advantages of the Intelligent Mail Barcode, mailers can include imbedded tracking and routing information that otherwise requires readable address correction service codes and mailer keyline information. Using the IMB also allows mailers to eliminate printing the ancillary service endorsement as well as the ACS code and mailer keyline information in the delivery address area.

ACS (and OneCode ACS) can be used on any class of mail to qualify the addresses in a mailing list. ACS participants can only use the ancillary service endorsements “Change Service Requested,” “Address Service Requested” or “Electronic Service Requested” to receive electronic COA information. Electronic notices can be obtained on a variety of electronic media.

Mailers can use one of the ancillary service endorsements listed on the next page to request COA notifications and meet the Move Update standard.

One important step to remember is that you must input corrections to your address files before any subsequent mailings to meet the Move Update requirements. When you sign the postage statement if submitting hard copy, or in electronic format such as PostalOne! or Mail.dat, you have certified that the mailing complies with all relevant standards, including Move Update.

Additional information

Ancillary service endorsements as well as other processes do not provide COA notices for individuals at business deliveries. It does this only for individuals or families who file a permanent COA with the Post Office that serves their old residential address. If a business files a COA for the entire company, that information is provided.

Use of ancillary service endorsements do not correct address elements such as north instead of south, provide missing elements like apartment or suite numbers, or provide correct ZIP Codes.

For additional information, go to ribbs.usps.gov, select *Address Change Service*; and *OneCode ACS*. Also, see Quick Service Guide 507d and *Domestic Mail Manual 507.1.0* on Postal Explorer at pe.usps.com.

Ancillary service endorsements that meet Move Update standards/First-Class Mail

RETURN SERVICE REQUESTED

Piece returned with new address or reason for nondelivery (no charge).

CHANGE SERVICE REQUESTED

ACS Participants Only

Option 1 – Piece disposed of by USPS. Separate notice of new address or reason for nondelivery provided (address correction fee charged);

Option 2 – *If no change-of-address order on file:* Piece disposed of by USPS. Separate notice of reason for nondelivery provided (address correction fee charged).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge) Separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece disposed of by USPS. Separate notice of new address provided (address correction fee charged).
- After month 18: Piece disposed of by USPS. Separate notice of reason for nondelivery provided (address correction fee charged).

ADDRESS SERVICE REQUESTED

Option 1 – *If no change-of-address order on file:* Piece returned with reason for nondelivery (no charge).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge); separate notice of new address provided (address correction fee charged).

- Months 13 through 18: Piece returned with new address (no charge).
- After month 18: Piece returned with reason for nondelivery (no charge).

Option 2, ACS participants only – If no change-of-address order on file: Piece returned with reason for nondelivery (no charge); separate notice of reason for nondelivery provided (address correction fee charged).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge); separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece returned with new address (no charge); separate notice of new address provided (address correction fee charged).
- After month 18: Piece returned with reason for nondelivery (no charge); separate notice of new address provided (address correction fee charged).

ELECTRONIC SERVICE REQUESTED

ACS participants Only

Mailpiece is directed to a Computerized Forwarding System or Postal Automated Redirection System site for processing. “Address Service Requested” and “Change Service Requested” handling instructions and options are required to be predefined within the ACS mailer profile data.

OneCode ACS mailers also are required to insert this service request through a valid service type code in an Intelligent Mail Barcode. The service type code in the Intelligent Mail Barcode will take precedence over the instructions in the mailer account profile.

TEMP – RETURN SERVICE REQUESTED

If no change-of-address order on file: Piece returned with reason for nondelivery (no charge).

If permanent change-of-address order on file: Piece returned with new address or reason for nondelivery (no charge).

If temporary change-of-address order on file: Piece forwarded to temporary address (no charge). No separate notice of temporary address provided.

Ancillary service endorsements that meet Move Update standards/Standard Mail

RETURN SERVICE REQUESTED

Piece returned with new address or reason for nondelivery (return postage charged at First-Class Mail or Priority Mail, as appropriate for weight of the piece).

CHANGE SERVICE REQUESTED

Separate notice of new address or reason for nondelivery provided (address correction fee charged).
Piece disposed of by USPS.

ADDRESS SERVICE REQUESTED

If no change-of-address order on file: Piece returned with reason for nondelivery (weighted fee charge).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge). Separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece returned with new address (weighted fee charged).
- After month 18: Piece returned with reason for nondelivery (weighted fee charged).

ELECTRONIC SERVICE REQUESTED

ACS participants Only

Mailpiece is directed to a Computerized Forwarding System or Postal Automated Redirection System site for processing. "Address Service Requested" and "Change Service Requested" handling instructions and options are required to be predefined within the ACS mailer profile data.

OneCode ACS mailers are also required to insert this service request through a valid service type code in an Intelligent Mail Barcode. The service type code in the Intelligent Mail Barcode will take precedence over the instructions in the mailer account profile.

ADDRESS CORRECTION FEES

Manual notice: \$.50

Electronic (ACS) notice (or manual notice for ACS participants): First-Class Mail – \$.08. All other classes – \$.25

AUTOMATED NOTICE (ONECODE ACS)

First-Class Mail letters:

First two notices – \$.00. Additional notices – \$.06

Standard Mail letters:

First two notices – \$.03. Additional notices – \$.18

STANDARD MAIL WEIGHTED FEES

See *Domestic Mail Manual*:

DMM 243.1.7 letters; DMM 343.1.5 flats; DMM 443.1.6 parcels and NFM's.

This information is an overview only. For the specific Domestic Mail Manual standards applicable to your mail and ancillary service endorsements, consult DMM 507.

NCOA^{LINK}: THE PREMIUM PRE -MAILING

This is the fourth in a series of articles to help you understand and meet the new Move Update standards that go into effect for mailings entered after Nov. 22.

Move Update articles published earlier this year in *MailPro*:

- “Getting Ready for the New Move Update Standards” — January/February.
- “Are you Ready for Move Update?” (with FAQs) — May/June.
- “Move Update: Post-Mailing Methods” — July/August.

Previous issues of *MailPro* are available at usps.com/mailpro.

New Move Update processing changes:

- Increase the minimum frequency of all Move Update processing from 185 (calendar) days to 95 days prior to the date of mailing.
- Expand the Move Update standards from First-Class Mail automation and presort mailings to include all Standard Mail mailings.

The New Move Update standards mean that starting Nov. 23, mailers must begin using addresses on mailpieces that were updated within the previous 95 days of the mailing date.

For example, a mailing entered on Jan. 5, 2009, must bear addresses that were updated no earlier than Oct. 2, 2008. Eligible mailpieces bearing an alternative address format such as “John Doe or Current Resident,” “Occupant” or “Postal Customer,” are not subject to the Move Update standards.

One of the best methods for Move Update processing prior to mailing is the National Change of Address Linkage System — or NCOA^{Link}.

NCOA^{Link} allows mailers to electronically process their mailing lists against the USPS National Change of Address database. NCOA^{Link} reduces undeliverable-as-addressed (UAA) mail by correcting input addresses in the file prior to mailing.

Using NCOA^{Link} prior to the mailing will help mailers avoid unnecessary production and postage costs for mail that may not be forwardable or that the mailer does not want to have forwarded. It also helps keep Postal Service processing costs down by eliminating forwarding and return-to-sender processing of UAA mail.

The NCOA^{Link} process consists of computer software purchased, leased or developed by the licensee to access NCOA^{Link} data. USPS certifies the process and licenses the NCOA^{Link} product to private sector companies for commercial mail list processing, or internal mail list management.

USPS provides updated, computerized change-of-address information on a weekly basis to NCOA^{Link} Full Service and Limited Service Provider licensees and monthly to End User licensees.

NCOA^{LINK} PROCESSING ACKNOWLEDGEMENT FORM

Almost five out of every 100 mailpieces are UAA. When you look at UAA mail by reason, approximately 75 percent is caused by people moving. In addition, when you look at UAA mail by class, Standard Mail accounts for almost 63 percent of all UAA mail volume.

There are three types of NCOA^{Link} licensing:

- Full Service licensee receives a 48-month COA database.
- Limited Service licensee receives an 18-month COA database.
- End User licensee receives 18-month COA data.

NCOA^{Link} Full Service and Limited Service licensees are required by their license agreement with USPS to acquire a Processing Acknowledgement Form (PAF) for each of their customers. The PAF is not a requirement for the End User licensee.

The PAF is an essential part of the NCOA^{Link} process because it enables USPS and the mailing industry to comply with the Privacy Act of 1974 by way of a written request to use COA information for mailing purposes. Specifically, section 552a of Title 5 states in part:

MOVE UPDATE METHOD

The NCOA^{Link} process improves mailpiece deliverability by providing mailers with current, standardized, delivery point-coded addresses for individual, family and business moves.

New address information is obtained from COA orders filed by postal customers. If a match is made with the name and old address information in the NCOA^{Link} file, then the move information — new address or undeliverable status — is made available to update the address record.

The full NCOA^{Link} product contains approximately 160 million records or four years worth of COAs and is available to Full Service Provider licensees. The limited NCOA^{Link} product contains approximately 60 million records or 18 months worth of COAs and is available to Limited Service Provider and End User licensees.

In addition to COA information, NCOA^{Link} also utilizes return codes to provide explanations of match and non-match status:

- Return codes that indicate that a match was obtained are accompanied by a new address or undeliverable status such as moved, left no address, or no such number.
- Return codes that indicate a match was not obtained provide the reason a match could not be made to the NCOA^{Link} file.

The analysis of return codes can help mailers determine the deliverability of specific address records in their files.

NCOA^{Link} provides the following benefits:

- Reduces UAA mail and mailer's costs by providing the most current address information for matches made to the NCOA^{Link} file.
- Decreases "re-mailings" after address correction notices are received from a previous mailing, since the address correction is applied prior to the mailing.
- Provides the opportunity for faster product/service marketing through accurate mail delivery.

Why bother checking for accuracy of your address list? Accurate and updated addresses are required to obtain Automation and Presort prices for First-Class Mail and all Standard Mail prices after Nov. 23. Also, consider these statistics:

- 14 percent of Americans change addresses annually.
- 43 million people move each year.
- One out of every six families moves each year

How many of these people are your customers or members?

When you buy or rent a list, make sure it was processed through Coding Accuracy Support System certified address-matching software and NCOA^{Link} within 95 days of your projected mailing dates. If you are not sure, ask the vendor.

Customers with questions regarding Move Update should contact the Post Office where they enter their mailings. To learn more about NCOA^{Link} and to see listings of NCOA^{Link} service providers, go to ribbs.usps.gov and click NCOA^{Link} in the left navigation bar.

“No agency shall disclose any record which is contained in a system of records by any means of communication to any person, or to another agency, except pursuant to a written request by, or with the prior written consent of, the individual to whom the record pertains?”

The NCOA^{Link} PAF:

- Identifies those mailers to whom USPS has disclosed change-of-address information via the use of NCOA^{Link} processing.
- Ensures mailers' acknowledgement use of the NCOA^{Link} data is restricted.
- May protect the NCOA^{Link} licensee if a mailer uses the processing results for reasons that abuse the intended use of the product such as creating a list of new movers.

The service provider licensee must acquire this form from each customer before they can perform NCOA^{Link} processing. This form must be completed and signed by the mail list owner, the NCOA^{Link} licensee and, when applicable, any third parties that are a part of the transaction between the list owner and the licensee.

The PAF must be renewed annually and the NCOA^{Link} licensee must retain a copy for six years and must make it available to USPS upon request.

As the Postal Service expands automation to control costs and improve service, the importance of address quality increases. Reaching more recipients means more responses. Less UAA or returned mail can reduce costs significantly.

To view and print a sample PAF, go to ribbs.usps.gov/files/NCOA^{Link}, and click *FSP_INFO*, then *FSP_PAF_V3.DOC* or *FST_PAF_V3.PDF*, as appropriate.