Identifying Mail Owner and Mail Preparer in Full-Service Electronic Documentation

**Full-Service Requirement:** Mailing Agent (By) and Mail Owner (For) information must be identified in the electronic documentation for all Full-Service mailings.

### Things to Consider:
- Providing By/For Data
- Small Mailer Exception
- Receiving Full-Service Data
- Data Delegation

#### SMALL MAILER EXCEPTION
The Mail Owner does not need to be identified in electronic documentation when the Mail Owner is mailing 5,000 pieces or less in a Full-Service IMb mailing. This exception is not applicable to non-profit mailpieces.

#### RECEIVING FULL-SERVICE DATA
One of the key benefits of participating in Full-Service is the data provided by the Postal Service. Data is made available to the Mail Owner and Mail Preparer based on the By/For information provided in the electronic documentation. Full-Service data is available through reports in PostalOne!, MicroStrategy, or downloaded via Mail.XML.

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Mail Owner (For)</th>
<th>Mail Preparer (By)</th>
<th>PostalOne!</th>
<th>Microstrategy</th>
<th>Mail.XML™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Correction</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Start-the-Clock</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Container Scans</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Tray Scans</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Bundle Scans</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Full-Service Compliance</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Mail Owners only have access to container, tray, and bundle scans when their mailpieces are included in the container, tray or bundle. Mail Owners will not be able to see information on any portion of the mailing that does not include their mailpieces.*

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**MAIL OWNER**
- Makes business decisions regarding the mailpiece content
- Directly benefits from the mailing
- Pays for postage on the mailpiece directly or by way of a Mailing Agent

**MAILING AGENT (MAIL SERVICE PROVIDER)**
- Acts on behalf of one or more Mail Owners
- Provides mailing service for which the Mail Owners compensate the Mailing Agent
- Includes, but is not limited to:
  - Printer
  - Letter Shop
  - Address List Provider/Manager
  - Mail Preparer
  - Postage Payment Provider
  - Advertising Agent
  - Mailing Information Manager

**ADDITIONAL RESOURCES**
Contact your software provider to learn how to enter By/For information correctly.

For details on Full-Service data and data delegation, access the RIBBS Getting Started page: [https://ribbs.usps.gov/index.cfm?page=intelligentmail](https://ribbs.usps.gov/index.cfm?page=intelligentmail)