

LICENSING ANNOUNCEMENT

MAY 7, 2012

PAF Requirements Reminder

Primary Audience: NCOA^{Link}® Full Service, Limited Service and MPE Licensees and *FASTforward*® Licensees

What: As a reminder, NCOA^{Link} and *FASTforward* licensees are required by their license agreements to acquire a Processing Acknowledgement Form (PAF) **for each of their customers**. The PAF information includes all current data regarding the list owner, the licensee, and any brokers, agents or list administrators.

The PAF is an essential part of the NCOA^{Link} and *FASTforward* processes because it enables the USPS® and the mailing industry to comply with the Privacy Act of 1974 by way of a written request to use change-of-address (COA) information for mailing purposes. The PAF:

- Identifies those mailers to whom USPS has disclosed COA information via the use of NCOA^{Link} and *FASTforward* processing.
- Ensures mailers' acknowledgement that use of the COA data is restricted.
- May protect the 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.

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

Please review the PAF Guide, located at https://ribbs.usps.gov/ncoalink/documents/tech_guides/PAF_GUIDE.PDF, for more detailed information. Also review the appropriate sections below in the Licensee Performance Requirements regarding PAFs:

- *FASTforward* – 8.1.2
- NCOA^{Link} Full Service – 9.1
- NCOA^{Link} Limited Service – 8.1
- NCOA^{Link} MPE Data Users – 7.3

When: Ongoing

Impact: Licensees who do not collect PAFs from their customers are in **violation** of their license agreement, as well as the Privacy Act of 1974.

What you need to do: Please share this information with all pertinent contacts at your company.

If you have questions regarding this notice, please contact the Licensing Department at 1-800-589-5766.