NCOA<sup>Link®</sup> End User Certification Procedures

NCOA<sup>Link®</sup> End User Licensees:
An End User is a licensee that uses the NCOA<sup>Link®</sup> Product to update mailing lists for its own mailings. The End User may not update mailing lists for third parties. NCOA<sup>Link®</sup> datasets for an 18-month period will be provided monthly to these Licensees. Applicants to become End User Licensees must satisfy the application requirements prior to being eligible to enter into an NCOA<sup>Link®</sup> License Agreement with USPS.

A certification package must be completed for each individual site seeking to provide NCOA<sup>Link®</sup> processing.

Full requirements are set forth in the USPS NCOA<sup>Link®</sup> License Agreements and related documents. In the event of a conflict between this document and the standard NCOA<sup>Link®</sup> License Agreement, the terms of the NCOA<sup>Link®</sup> License Agreement prevail.

The following material describes the necessary steps of the certification process to qualify for a license to the NCOA<sup>Link®</sup> Product. Information necessary to complete all steps of the certification process is included. Applicants may work on all steps simultaneously if they desire to do so.

Applicants must submit all materials to USPS at:

LICENSING DEPARTMENT (NCOA<sup>Link®</sup>)
NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
225 N HUMPHREYS BLVD STE 501
MEMPHIS TN 38188-1001
FAX: 650-577-5773

Step 1. Application and Self-Certification Statement Approval

The following documentation must be completed and submitted by Applicant and approved by the USPS:

- Application
- Confidentiality Statement
- Self-Certification Statement
- Key Personnel Listing
- Security Documentation
- Electronic Product Fulfillment Web Access Request Form (NCOA<sup>Link®</sup> Daily Delete files and monthly product updates)

USPS will notify Applicant if it determines that Applicant has completed Step 1 to the satisfaction of USPS.

Step 2. Software Acquisition

Upon satisfaction of Step 1 requirements, USPS will provide applicant with an authorization code necessary to obtain NCOA<sup>Link®</sup> software. Applicant may either purchase software certified by USPS (authorization code required) from an NCOA<sup>Link®</sup> software distributor that has entered into a license agreement with USPS, or develop software for use in the Applicant’s processing environment.

If Applicant elects to purchase software, Applicant may proceed to Step 3 upon acquisition of software.
If Applicant elects to develop interface software, the applicant must enter into an NCOA\textsuperscript{Link} Software Developer License Agreement. Under this separate license agreement, Applicant must develop interface software and apply for USPS certification prior to using that software.

After Applicant obtains USPS certified NCOA\textsuperscript{Link} software, through purchase or development, Applicant may proceed to Step 3.

**Step 3. NCOA\textsuperscript{Link} Testing & Certification**

Applicant must submit to USPS a written request and a Software Product Information Form requesting that USPS perform an NCOA\textsuperscript{Link} certification test. The USPS will notify Applicant when it has sent a test file. (While NCOA\textsuperscript{Link} testing will usually occur remotely, USPS reserves the right to perform testing on-site.)

The following items are tested in Step 3:

- Ability to correctly process test files
- Ability to provide new addresses in accordance with NCOA\textsuperscript{Link} Product requirements
- Ability to produce output file with appended flags
- Understanding and performance of administrative requirements which includes processing the certification test and submitting the proper paper work and/or reports.

If USPS determines that Applicant fails the initial certification test, Applicant may submit to USPS a written request for an additional certification test. USPS will require payment of the re-testing fee for each additional certification test.

**Step 4. Execution of License Agreement**

Upon USPS determining that Applicant has successfully completed of Steps 1 – 3, USPS will forward a standard NCOA\textsuperscript{Link} End User License Agreement (“License Agreement”) for signature. **The NCOA\textsuperscript{Link} License Agreement must be signed by an officer who possesses the necessary legal authority to sign on behalf of the company, firm, or organization.** Upon receipt of the original signed standard NCOA\textsuperscript{Link} End User License Agreement, the USPS Contracting Officer’s Representative will execute the license agreement and a copy of the executed license agreement will be mailed to the NCOA\textsuperscript{Link} End User Licensee via Priority Mail®. An invoice reflecting the initial pro-rated license fee will mailed separately.

Payment must be received within ten (10) calendar days from receipt of the executed license agreement. Once payment is received, USPS will grant electronic access to the NCOA\textsuperscript{Link} datasets and begin NCOA\textsuperscript{Link} production fulfillment monthly.

**NOTE:** Applicants that elect to develop their own NCOA\textsuperscript{Link} software and/or obtain multiple licenses for commercial use (processing, sell and/or distribution) may complete Steps 2 and 3 simultaneously.

If you have any questions regarding the certification and licensing procedures, please contact the Licensing Department at 800-589-5766.
Step 1
NCOA® Link End User Application

Please Print:

Company Name: ____________________________________________
Company Address: ___________________________ State: ___________ ZIP+4: _______________
City: ___________________________ State: ___________ ZIP+4: _______________
North American Industry Classification System (NAICS): ______________
Telephone No.: ___________________________ Fax No.: ___________________________
Contact Name: ____________________________________________
Parent Company (if applicable): ____________________________________________
E-mail Address: ____________________________________________

Site Identification:  □ Primary Site  □ Secondary Site

ANK® Option:  □ YES  □ NO

For Secondary Site Applications:
Provide Primary Site Authorization Code: ____________________________________________

Terms and Conditions of Application for License

1. The United States Postal Service NCOA® Link Product may only be used by Applicant to update existing mailing lists that are used to prepare mail for the purpose of acceptance and delivery by the United States Postal Service.

2. Prior to consideration for an NCOA® Link License, Applicant must demonstrate its capability of mailing list preparation to sole satisfaction of the USPS. The Applicant will submit the Self-Certification Statement, along with this application to enable USPS to make this determination. This information should include a description of the Applicant’s business and mailing-related functions and its experience in this field. Refer to the page titled “Self-Certification Statement” for the minimum specific information that must be provided.

3. Prior to consideration as an NCOA® Link Licensee, a potential Licensee must demonstrate that the software system to be used has obtained USPS certification.

4. No NCOA® Link License will be granted to the applicant prior to USPS acceptance testing and approval of the applicant’s specific NCOA® Link software.

5. Applicant shall submit written notice to USPS of any material change to the information submitted as part of the application and supporting documents within thirty (30) days of the occurrence of such change.
I hereby affirm that I have read and fully understand the terms and conditions listed above. I, my company, and/or firm agree to meet these terms and conditions as a prerequisite to applying for or obtaining a USPS NCOA Link End User Mailer License Agreement. I affirm that I am an officer of the company, firm or organization and that I possess all necessary legal authority to sign on behalf of the company, firm, or organization. The materials submitted to USPS are true and complete to the best of my knowledge and belief. I understand that submission of false, fictitious or fraudulent statements or representations may be grounds for USPS terminating or suspending any License Agreement and may be punishable by fine or imprisonment (U.S. Code, Title 18, Section 1001).

Company Name: ____________________________________________________________

Name (please print): ________________________________________________________

Signature: ____________________________________________________________________

Title: _______________________________________________________________________

Date: ________________________________________________________________________
Step 1
NCOA\textsuperscript{Link}\textsuperscript{®} End User
Confidentiality Statement

All material supplied in connection with the application for and use of NCOA\textsuperscript{Link} Product contains trade secrets and/or confidential technical, commercial, or other information not generally available to the public. This document, and all other material provided in connection with NCOA\textsuperscript{Link} technology and the data and information contained therein shall not be used, duplicated or disclosed to third parties, in whole or in part, for any purpose, without the prior express written consent of the United States Postal Service.

I hereby affirm that I have read and fully understand the terms and conditions listed above. I, my company, and/or firm agree to meet these terms and conditions as a prerequisite to using the NCOA\textsuperscript{Link} Product. I, my company, and/or firm further agree to continue to abide by this Confidentiality Statement whether or not the USPS awards an NCOA\textsuperscript{Link} License to me, my company, and/or firm. This Confidentiality Statement shall not be superseded by the award or entry into of an NCOA\textsuperscript{Link} License or any other agreement with the United States Postal Service, unless such agreement specifically refers to this Confidentiality Statement. I affirm that I am an officer of the company, firm or organization and that I possess all necessary legal authority to sign on behalf of the company, firm, or organization.

Product Name: NCOA\textsuperscript{Link} Product

Company Name (please print):

Name (please print):

Title:

Signature: Date:

Please sign and return to:
NCOA\textsuperscript{Link} LICENSING DEPARTMENT
NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
225 N HUMPHREYS BLVD STE 501
MEMPHIS TN 38188-1001
FAX: 650-577-5773
Step 1
NCOA® Link End User
Self-Certification Statements

The following provides clarification and specifics for Item 2 of the Application. This must be provided for evaluation along with the Application.

1. A narrative describing the nature of the applicant’s business, with emphasis on its mailing-related functions and experience in this business.

2. A description of how the applicant plans to utilize NCOA Link technology as part of its business or service offering.

3. Provide the estimated number of records to be processed and the update cycle. Provide the estimated number and frequency of mailings including number of pieces per mailing.

4. Provide facility name and address of each postal facility where mailings are deposited. Identify USPS National Account Manager or other Business Service Network representative, if applicable.

5. Key Personnel list (attached)

6. Centralized distribution email address (refer to Section 7.4 in the NCOA Link End User Licensee Performance Requirements)

7. Complete the Electronic Product Fulfillment Web Access Request Form (PS Form 5116) to retrieve NCOA Link Daily Delete files and monthly product updates; the form is located at https://ribbs.usps.gov/forms/documents/tech_guides/EPF001.pdf

8. Complete the attached Security Documentation

After review of the provided information, the USPS will notify the applicant in writing of the acceptance or rejection of its license application.
### LICENSING CONTACT: (Primary contacts for licensing issues)

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Address:</th>
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<tbody>
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City: ___________________ State: ___________________ ZIP+4: ___________

Phone: (_____) - Ext: _________ FAX: (_____) -

Primary Contact:_________________________

Phone: (_____) - Email: ___________________

Alternate Contact 1: ___________________ Phone: (_____) - Email: ___________________

Alternate Contact 2: ___________________ Phone: (_____) - Email: ___________________

### SITE CONTACT: (Primary contacts for operational issues)

<table>
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<tr>
<th>Company Name:</th>
<th>Address:</th>
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City: ___________________ State: ___________________ ZIP+4: ___________

Phone: (_____) - Ext: _________ FAX: (_____) -

Primary Contact:_________________________

Phone: (_____) - Email: ___________________

Alternate Contact 1: ___________________ Phone: (_____) - Email: ___________________

Alternate Contact 2: ___________________ Phone: (_____) - Email: ___________________

### FULFILLMENT CONTACT: (Primary contacts for product fulfillment)

<table>
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<th>Company Name:</th>
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</table>

City: ___________________ State: ___________________ ZIP+4: ___________

Phone: (_____) - Ext: _________ FAX: (_____) -

Primary Contact:_________________________

Phone: (_____) - Email: ___________________

Alternate Contact 1: ___________________ Phone: (_____) - Email: ___________________

Alternate Contact 2: ___________________ Phone: (_____) - Email: ___________________
**Step 1**
**NCOA<sup>Link®</sup> End User**
**Key Personnel**

### TECHNICAL CONTACT: (Primary contacts for technical issues)

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<th>Company Name:</th>
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<tr>
<td>Primary Contact:</td>
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<td>Phone: (     ) -</td>
<td>Email:</td>
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<tr>
<td>Alternate Contact 1:</td>
<td></td>
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<tr>
<td>Phone: (     ) -</td>
<td>Email:</td>
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<tr>
<td>Alternate Contact 2:</td>
<td></td>
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<tr>
<td>Phone: (     ) -</td>
<td>Email:</td>
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</tbody>
</table>

### BILLING CONTACT: (Primary contacts for billing issues)

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<th>Company Name:</th>
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<tbody>
<tr>
<td>Address:</td>
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<td>City:</td>
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<td>Alternate Contact 2:</td>
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<tr>
<td>Phone: (     ) -</td>
<td>Email:</td>
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</table>
Step 1
NCOA\textsuperscript{Link\textregistered} End User
Security Documentation

Provide a description of the specific measures taken to secure the physical and electronic environments in which the NCOA\textsuperscript{Link} system will reside. A diagram and/or flowchart describing the specific measures may be provided. (Attach separate documents if necessary).

Provide a list of company names of any and all parent, subsidiary and/or affiliate companies.

Provide a list of all internal files/lists/databases and those of parent, subsidiary and/or affiliate companies which will be processed through licensee applicant’s NCOA\textsuperscript{Link} system.
Step 3
NCOA<sup>Link<sup>®</sup></sup> End User
Software Product Information

Hardware and software used to interface with the NCOA<sup>Link<sup>®</sup></sup> data:

Company Name & License Number  :  

Platform or Operating System  :  

NCOA<sup>Link<sup>®</sup></sup> Software Vendor  :  

NCOA<sup>Link<sup>®</sup></sup> Software Product Name  :  

NCOA<sup>Link<sup>®</sup></sup> Software Product Version  :  

Is Software Hardware Dependent?  :  

Address Matching ZIP + 4<sup>®</sup> Product Name  
Address Matching ZIP + 4 Product Version:  

Address Matching ZIP + 4 System: PLEASE CHECK ONE:

☐ Open System – Defined as having the ability to modify, adjust, or tweak the application in a manner that will affect the applications ZIP + 4 matching decisions. Licensees using an Open System must independently obtain CASS<sup>TM</sup> certification for the system.

☐ Closed System – Defined as NOT having the ability to modify, adjust, or tweak the application in a manner that will affect the applications ZIP + 4 matching selection or decisions. Licensees using a Closed System will not be required to obtain separate CASS certification for the system.

DPV<sup>®</sup> Product Name:  
DPV Product Version:  

LACS<sup>Link<sup>®</sup></sup> Product Name:  
LACS<sup>Link<sup>®</sup></sup> Product Version:  

NCOA<sup>Link<sup>®</sup></sup> Software options:

☐ Integrated – Address Matching and NCOA<sup>Link<sup>®</sup></sup> software are integrated into a single software package.

☐ Standalone – Address Matching and NCOA<sup>Link<sup>®</sup></sup> software are separate software packages.

☐ ANK<sup>Link<sup>®</sup></sup> Enhancement

☐ HASH  ☐ FLAT  ☐ BOTH

NOTE: Checklists for all supporting documents will be available at time of testing.

Note: The USPS shall not be obligated to pay any costs incurred in preparing any technical proposal, software development costs, or testing costs regardless of whether or not the USPS awards an NCOA<sup>Link<sup>®</sup></sup> License to the applicant.

Note: Please mark any item as N/A if it is not applicable.
Step 4  
NCOA<sup>Link®</sup> End User  
Execution of License

**NOTE:** We recommend submitting a copy of the License Agreement located on our RIBBS site to your legal department for review, prior to completing the process. Please be advised the license agreement **SHALL NOT** be alter, modified, amended, etc.

Upon USPS determining that Applicant has successfully completed Steps 1 – 3, USPS will forward an approval letter, prorated fee chart and a standard NCOA<sup>Link®</sup> License Agreement to Applicant. The NCOA<sup>Link®</sup> License Agreement must be signed by an officer who possesses all necessary legal authority to sign on behalf of the company, firm, or organization. The signed, original agreement and fee payment must then be returned to the USPS at the following address:

NCOA<sup>Link®</sup> LICENSING DEPARTMENT  
NATIONAL CUSTOMER SUPPORT CENTER  
UNITED STATES POSTAL SERVICE  
225 N HUMPHREYS BLVD STE 501  
MEMPHIS TN 38188-1001  
FAX: 650-577-5773

Upon USPS review and approval of the signed License Agreement and receipt of the license fee, USPS shall execute the License Agreement and return a copy to Applicant.