



U.S.P.S. PROCESSING ACKNOWLEDGMENT FORM (PAF) REQUIREMENTS

NCOA and DSF2* Licensees are required by the United States Postal Service (USPS) to obtain a completed Processing Acknowledgment Form (PAF) from customers before we may process orders. For NCOA/DSF2 services the form must be completed by the List Owner whose list is being processed. Note that brokers, service bureaus, or any other business which is obtaining NCOA/DSF2 service on behalf of another must also provide information about themselves. In either case an original signed form or a completely legible faxed copy with the required signatures must be on file at J&A before the job can be processed. The completed agreement is valid for one year.

Please review the entire document before you begin filling out the required information.

If you are not sure about if you are the List Owner, a Broker/Agent, or List Administrator see the included document titled "NCOA/DSF2 Processing Acknowledge Form".

If you are a List Owner and expect to have J&A perform NCOA or DSF2 processing on any of your mailing lists, you must send a completed PAF following the instructions below.

- Completely fill out the top portion of the PAF including company name and address, company representative's name, signature, title, and date, phone number, and email address. Provide NAICS code when it is known.
- Add your signature.
- Return original copy of the completed form to your J&A representative.

OR

Fax it to your J&A representative 319-395-7894

If you are a Broker/Agent or List Administrator for NCOA/DSF2 complete the bottom section and then please forward the PAF to the end user and have them complete the top section. Have your customer return the PAF to you and then:

- Return original copy of the completed form to your J&A representative.

OR

Fax it to your J&A representative 319-395-7894



NCOA^{Link}® PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgment Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA^{Link} Licensee have a complete 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 hardcopy document or equivalent alternative.

LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City State ZIP+4

Telephone Number NAICS USPS Mailer ID (optional) E-mail Address (optional)

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name Company Website (optional)

Name (Please print) Title

Signature Date

do hereby acknowledge that I have received and reviewed the NCOA^{Link} Information Package supplied to me by BCC Software, Inc., an NCOA^{Link} Service Provider. 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

BCC Software, Inc.
Business Name (Please print)

Name (Please print)

Signature

800-337-0372

Telephone Number

BCC Data Services

Title

Date

585-272-7778

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 NAICS Company Website (optional)

For Licensee Use Only

Notes about NCOA/DSF2 PROCESSING ACKNOWLEDGEMENT FORM

1. The NCOA/DSF2 Processing Acknowledgment Form has been changed to label the top section of the PAF form as "LIST OWNER" in March 2004.
2. The NCOA Processing Acknowledgment Form was last revised to include DSF2. This change to the Processing Acknowledgment Form (PAF) took place the May 2003.
3. PAFs that we currently have on file will continue to be valid until their annual expiration date. A new PAF should be signed each year, not a copy of the previous year with the date changed.
4. **FAX copies.** The Postal Service accepts FAX versions of the signed PAF. We only need a FAX copy, but we still must have that copy in hand before we can start NCOA processing. **The copy must be legible.**
5. **Re-sellers, agents, and list administrators.** If our client is not the List Owner of the results of NCOA processing, then we must obtain signatures from our client and also from our client's client (the List Owner). Our client will need to provide the signature and tax ID number (see below) for the end-user before the PAF can be forwarded to us.
6. Definitions:

The **List Owner** owns or rents the names and addresses that are processed through NCOA, and is the ultimate "owner" and user of the new addresses supplied by NCOA.. The end-user is usually the mailer – the company that owns the mail that is being prepared.

A **broker/agent** is a re-seller, usually a service bureau or marketing agency, that places an order for NCOA on behalf of its client, and in returns the updated file to its client, who is typically the end-user.

A **list administrator** holds and maintains an end-user's database or mail file. The list administrator will use the output from NCOA to update the database, but does not forward the updated file to the end-user. Instead, the administrator retains the file, and (typically) fills list orders (rentals or the end-user's mail files) from the database.

Privacy Act of 1974: Text has been added to the PAF to indicate that this form is required by the Privacy Act of 1974. The act stipulates that whenever information from change of address cards (and other similar information) is released, a record must be maintained indicating when and to whom the information was released.

Customer Standard Industry Code (NAICS): Please supply the NAICS when it is known you, if not J&A will attempt to assign it.