

September 14, 2016

<<NAME>>
<<COMPANY>>
<<ADDRESS>>
<<CSZ>>

Dear <<NAME2>>:

It has been brought to the attention of the USPS® that some companies that are acting as Broker-Agents for NCOA^{Link}® services are not completing the NCOA^{Link} Processing Acknowledgement Form (PAF) accurately. This letter shall serve as a reminder that Broker-Agents **should not** complete PAFs as the List Owner if they are not indeed the owner of mailing lists being processed through NCOA^{Link} services.

In the Reports section of the NCOA^{Link} Licensee Performance Requirements, it states: ***“Under no circumstances shall a third party Broker, Agent or List Administrator be considered the Mailing List Owner nor have the authority to sign on behalf of the Mailing List owner.”*** By signing as the List Owner, a Broker-Agent is knowingly completing the PAF inaccurately.

The PAF Guide, which is located on the USPS RIBBS® website at: https://ribbs.usps.gov/ncoalink/documents/tech_guides/PAF_GUIDE.PDF, defines the List Owner as:

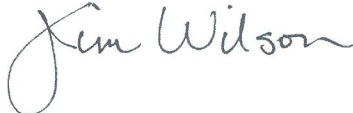
- The person or company for which NCOA^{Link} processing will be performed.
- The owner of the mail created from the mailing list; the one party in the NCOA^{Link} process that is driving the mail without whom any mailing would occur.
- The List Owner is the beneficiary of the NCOA^{Link} processing.

The Broker-Agent, as described in the PAF Guide, acts a middle-man between the List Owner (NCOA^{Link} client) and Licensee and in most cases is a ‘reseller’ for Licensees’ NCOA^{Link} services. Broker-Agents must not retain any files that have been processed through the NCOA^{Link} service longer than 45 days. They may receive updated addresses from the NCOA^{Link} Licensee for the purposes of delivering the updated mailing list to the List Owner, but is never the final repository for the data that was processed through the NCOA^{Link} service.

It is imperative that the NCOA^{Link} PAF is completed accurately. As a Broker-Agent, you should **never** sign the PAF as the List Owner if you do not own the mailing list that is being prepared for NCOA^{Link} processing. Please review the NCOA^{Link} PAF Guide at the above link for guidance on completing the PAF. Additionally, share this document with your customers to educate them on the importance of the PAF, specifically the accurate completion of the form.

If you have questions regarding the NCOA^{Link} PAF, please feel free to contact the Licensing and Certification Department at ncoalink@usps.gov.

Sincerely,



James D. Wilson
Director, Addressing & Geospatial Technology