

More Than 45 Million Americans Change Their Addresses Each Year

Many of them are good customers of yours — customers you value and who are important enough for you to communicate with through the mail. However, not all of them have told you that they have moved.

If you want to keep these customers, you need to make sure your mail reaches them. That is why it is good business to update your address lists now.

The Postal Service® is committed to increasing customer value. That is one of the key goals of our Vision 2013 Plan. We do that by working with customers like you to update databases frequently and accurately so addresses are correct. But that's not all. By analyzing your business processes, we can identify ways to improve those processes. That is where Move Update comes in; it is one of many ways to help you reach your customers efficiently and cost-effectively.

Updating Reduces Waste

Every mailpiece, regardless of class, has two critical pieces of information — the intended recipient and the recipient's address. When both are accurate and complete, the Postal Service can deliver the mail quickly and easily.

If the address is incorrect or missing an element or the recipient has moved, the mailpiece could become undeliverable-as-addressed (UAA) mail. Such mail causes loss of time, effort and money for the Postal Service — and you — the mailer.

This publication describes four primary and two alternative Move Update methods for updating your mailing list and answers commonly asked questions.

Move Update

Mailers who plan to claim discounted First-Class Mail® and Standard Mail® prices must meet the Move Update standard for updating addresses.

Effective November 2008, the Postal Service required all addresses on mailings that receive discounts for First-Class Mail® or Standard Mail® service, whether presorted or automation (or carrier route, for Standard Mail), to undergo address correction within 95 days of the mailing. The Postal Service offers mailers four primary and two alternative Move Update methods. Mailers can meet the Move Update standard in the following ways:

Primary Move Update Methods:

1. Ancillary Service Endorsement
2. OneCode ACS®/ACSTM
3. NCOA^{Link}®
4. *FASTforward*®

Alternative Move Update Methods:

1. Legal Restraint
2. 99 Percent Accurate

Note: Alternative Move Update methods apply to First-Class Mail only.

A mailer wishing to enter mail at a discounted price must certify, on the postage statement submitted, that the address on each mailpiece have been updated within the previous 95 days.

Directly Acquired Addresses

When a customer request goods, services, or information and is added to a list as a result, this directly acquired address does not require immediate Move Update processing and may be mailed to for the first 95 days. Afterwards, the address must be Move Update processed along with the rest of the addresses in the list. Direct contact is defined as an explicit instruction received directly from the customer to have something mailed to them using an address provided by the customer for that mailing purpose. The mailer may continue to use the customer-provided address for a maximum of 95 days and be in compliance with the Move Update Standard. After 95 days the mailer will be required to resubmit the address along with their other addresses to an approved Move Update process, and use the results of that process, to remain compliant with Move Update.

Primary Move Update Methods

Ancillary Service Endorsement

Mailers may use an ancillary service endorsement to (1) request a hard-copy notification of the addressee's new address; and (2) tell the Postal Service how to handle UAA mail. Mailers may combine ancillary service endorsements with other approved Move Update methods.

Mailers wishing to meet the Move Update standard while using an ancillary service endorsement must send at least one letter or mailpiece to the address: (1) with an approved ancillary service endorsement at either a single-piece First-Class Mail price or via another class of mail not subject to the Move Update standard and (2) within 95 days prior to the use of the address in a discounted First-Class Mail or Standard Mail mailing.

Mailers must keep address-correction records for up to one year in case the Postal Service asks them for documentation showing that they met the Move Update standard.

To complete the Move Update process, mailers who used the ancillary service endorsement must make the address changes before mailing to the address again.

Ancillary service endorsement requirements differ for First-Class Mail and Standard Mail, as follows:

First-Class Mail

Mailers can meet the Move Update standard for First-Class Mail service by using any of the following endorsements:

- **Return Service Requested.** The Postal Service returns UAA mailpieces with a new permanent address or the reason for nondelivery at no charge.
- **Temp-Return Service Requested (First-Class Mail only).** The Postal Service: (1) returns UAA mailpieces with a new permanent address or the reason for nondelivery at no charge; and (2) forwards the mail for which there is a temporary Change of Address (COA) at no charge, but does not provide a separate notice of a new temporary COA.
- **Change Service Requested.** The Postal Service disposes of the mailpiece and returns a PS Form 3547, *Notice to Mailer of Correction in Address*, with a new permanent address or the reason for nondelivery at the \$0.50 address correction fee.
- **Address Service Requested.** The fees charged and services provided for Address Service Requested vary by the time period, as set forth in the following table:

For months...	the Postal Service...	your fee is...
1–12	forwards the mail	\$0.00
	provides a separate hardcopy notice of new address	\$0.50 address correction fee
13–18	returns the mail with a new address attached	\$0.00
Greater than 18 months or undeliverable	returns the mail with the reason for nondelivery attached	\$0.00

Standard Mail

Mailers can meet the Move Update standard for Standard Mail service by using the following endorsements:

- **Return Service Requested.** The Postal Service returns UAA mailpieces with a new permanent address or the reason for nondelivery applied to the mailpiece at the single-piece, First-Class Mail or Priority Mail (if the piece is over 13 ounces) price.
- **Change Service Requested.** The Postal Service disposes of the mailpiece and returns a PS Form 3547, *Notice to Mailer of Correction in Address*, with a new permanent address or the reason for nondelivery at the \$0.50 address correction fee.
- **Address Service Requested.** The fees charged and services provided for Address Service Requested vary by the time period, as set forth in the following table:

For months...	the Postal Service...	your fee is...
1–12	forwards the mail	\$0.00
	provides a separate hardcopy notice of new address	\$0.50 address correction fee
13–18	returns the mail with a new address attached	weighted fee*
Greater than 18 months or undeliverable	returns the mail with the reason for nondelivery attached	weighted fee*

*See *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) 507.1.5 for more information.

Address Change Service

There are two separate and distinct versions of ACS, as follows:

OneCode ACS

OneCode ACS is available for all classes and shapes of mail except Package Services and parcels, and uses an Intelligent Mail[®] barcode that identifies the mailer and the type of service.

For Standard Mail, OneCode ACS requires a printed ancillary service endorsement in conjunction with an Intelligent Mail barcode and a mailer ID.

Mailers using OneCode ACS receive notifications via a secure Web site.

Traditional

Traditional ACS is available for all classes of mail. The mailer must include a printed ancillary service endorsement and an alpha participant code to activate the ACS data in the address block. A keyline is recommended but optional.

For the fee structure, see DMM 507.4.1

Mailers using traditional ACS can select how frequently they receive address correction notifications: daily, weekly, biweekly, monthly, or bimonthly. They can receive notifications electronically via a secure Web site or a CD-ROM.

Both Programs

The following applies to OneCode ACS/ACS programs:

- Address Service Requested, Change Service Requested, and Electronic Service Requested are authorized ancillary service endorsements.
- Address correction and mailpiece disposition options must be incorporated in the mailer profile maintained by the NCSC ACS department.
- Traditional ACS mailers receive notifications electronically via a secure Web site or a CD-ROM.
- OneCode ACS with IMB mailers are notified electronically of a COA or a reason for nondelivery and when mailpiece modifications are required.
- Processing COA information electronically speeds entry, reduces errors, and lowers processing costs.

Keep in mind, to complete the Move Update process, mailers who rely on ACS or printed ancillary service endorsements without ACS, must incorporate the address changes received within 95 days prior to subsequent mailings. If an address used on a mailpiece in a mailing at one class of mail is updated with an approved method, the same address may be used during the following 95 days in another mailing as well as another class of mail, and meets the Move Update standard.

Mailers who wish to participate in either program must apply to the ACS department at the National Customer Support Center (NCSC). For further information, go to <http://ribbs.usps.gov/> or contact the NCSC ACS department at 877-640-0724.

NCOA^{Link}

NCOA^{Link} is available only through companies licensed by the Postal Service™. Licenses are available for 18-month and 48-month databases. The mailer's electronic list is matched with permanent COA orders sent to the Postal Service by individuals, families, and businesses. Updated COA records are provided to NCOA^{Link} licensees weekly or monthly based on their license agreement. Before using the mailing list processed through NCOA^{Link}, the mailer must update the address changes prior to mailing. By using NCOA^{Link} before mailing, the mailer reduces UAA handling costs for the Postal Service and the mailer.

NCOA^{Link} verifies and provides mailers with documentation showing the date the record was updated and that the Move Update standard has been met,

Information about the types of NCOA^{Link} licenses available is shown in the table below:

NCOA ^{Link} License	Number of Months COA Database Is in Effect	Update Frequency
Full Service Provider	48	Weekly
Limited Service Provider	18	Weekly
End User	18	Monthly

For details about NCOA^{Link} and how you can acquire a license, go to <http://ribbs.usps.gov/> or contact the NCSC NCOA^{Link} department by e-mail at ncoalink@usps.gov or by calling 800-589-5766.

FASTforward

Mailers may comply with the Move Update standard using *FASTforward* Multiline Optical Character Reader (MLOCR), which updates each mailpiece as it is being barcoded and prepared for mailing as automation mail. Licensed *FASTforward* MLOCR users must get an approved interface from their MLOCR vendors. As a mailpiece runs through the MLOCR, the names and addresses are checked against a Postal Service encrypted database that contains permanent COA records and updates from the previous 13 months. If a COA is applicable, the correct address and barcode are sprayed on the mailpiece.

Mailers using *FASTforward* have the option of using *FASTforward* Move Update Notification (FFMUN), to receive electronic files of COAs matched during the MLOCR run. For details, go to <http://ribbs.usps.gov/>, click on Move Update on the left side of page.

Alternative Move Update Methods

The Alternative Move Update methods, Legal Restraint and 99 Percent Accurate, apply to First-Class Mail only. A mailer's use of either method must be approved by NCSC. To find out if you qualify, call the NCSC NCOA^{Link} department at 800-589-5766.

Legal Restraint Method

Mailers who claim they are restricted by law from incorporating Postal Service COA information into their mailing lists without permission from addressees may request NCSC approval to meet their Move Update requirements using the Legal Restraint method. The request for approval must include a citation and copies of the applicable legal statutes or regulations. Federal, state, and local government entities must also request approval and submit legal statutes or regulations.

Mailers wishing to use the Legal Restraint method must follow steps 1 through 5 below:

1. Receive Postal Service COA information using one of the primary methods (OneCode ACS/ACS, NCOA^{Link}, *FASTforward*, or printed ancillary service endorsement) no more than 95 days before the mailing.
2. For each address identified as a COA (as in step 1 above), contact the addressee within 30 days after receiving the COA information to request confirmation of the move in a format that will satisfy legal requirements. The mailer chooses the format with which to receive confirmation from the addressee — written, telephoned, or electronic. Then the mailer sends written notification to the new address.
3. All COA confirmations received in response to step 2 must be incorporated into the list within 30 days of receipt from the customer.
4. Must keep documentation of the process described in steps 1 to 3 for one year, including dates on which each step was performed, number of change of address orders identified, number of confirmation requests, and evidence that demonstrates the updates have been incorporated into the list.
5. Provide documentation to the Postal Service upon request.

99 Percent Accurate Method

Some mailers believe their customers diligently notify them of address changes, making their address lists as accurate as possible. They claim that the Postal Service update methods are unnecessary and add no value.

Mailers who believe their lists are already accurate may meet their Move Update requirements by using a printed ancillary service endorsement (at minimal cost if the list is up-to-date), or getting approval from NCSC and following the validation process described in steps 1 through 4 below:

1. Provide an address list in an electronic format that meets Postal Service guidelines. The mailer must identify the name of the list and include 100 percent of the addresses in the list. The Postal Service will match the list against its COA information for an initial charge of \$1 per thousand addresses and a minimum charge of \$100. If a mailer needs help to format the files, the mailer must pay a setup fee of \$500. For a minimum fee of \$6,000, a Postal Service representative will visit a mailer's site to format the files.
2. If the mailing list contains 1 percent or fewer name and address combinations for which COAs have been filed and meets the CASS™ address quality standards, then the mailer will be permitted to mail based on the validation process. The mailer will receive written documentation from NCSC that the list has met the Move Update standard. NCSC documentation will identify the list by name, number of addresses that matched the NCOA^{Link} file, and the percentage of the list that the matching addresses represent. Addresses that match will be identified so that the mailer can update the address information. If COAs exceed 1 percent, then the mailer must use one of the four primary Move Update methods and will be permitted to reapply for an alternative method after 3 months.
3. Mailers whose lists meet the 1 percent requirement may mail using the validation process for the next year. If the list does not remain in compliance, NCSC will notify the mailer in writing that approval for alternative Move Update processing has been withdrawn. The mailer must then use one of the four primary Move Update methods and will have to wait 6 months to reapply for the alternative method.
4. Repeat steps 1 and 2 annually.

If the mailing list is in compliance after the third year, the mailer will be permitted to mail based on the validation process for the next 4 years. However, at the end of each 4-year cycle the mailer must show that the mailing complies with current standards. If the list does not meet compliance standards, then it must be revalidated using the initial verification process.

Mailers who have reached the 4-year cycle must submit an annual letter to the Postal Service confirming their eligibility and identifying any changes to their business, as follows:

- Merger or acquisition of the company whose list is validated.
- Increase in the customer base or the address data that make up the mailing list that is greater than 1 percent of the total list.
- Changes in or modifications to the address matching tools used in the CASS, NCOA^{Link}, or *FASTforward* processes.
- Change in the type of business originally validated.
- Change in the systems that maintain address information that requires customers to change how they update their addresses.

After receiving and reviewing the mailer's annual update letter, the Postal Service will determine if the list needs to be revalidated. If revalidation is needed, the Postal Service must test the list within 90 days of receiving the update letter.

Using Updated Address lists for Other Classes of Mail

The Move Update standard is met when an address used on a mailpiece in a mailing at any class of mail is updated with an approved method (e.g. Address Change Service) and the same address is used in a First-Class Mail or Standard mailing within 95 days after the address has been updated.

If in Doubt, Ask

The Postal Service is eager to guide you through each Move Update method. Our goal is to give you the best service at the lowest cost.

If you have any questions or need additional information, please email the Move Update department ncsc.moveupdate@usps.gov, visit the Postal Service Web site at www.usps.com/ncsc/services/ or call NCSC at 800-238-3150.

Move Update Questions and Answers

ACS[®] / OneCode ACS[®]

Q1: I am preparing my first direct mail campaign using Standard Mail. I purchased a mailing list. The broker said I need to do the Move Update processing before I mail and that I can not use an ancillary service endorsement or ACS/OneCode ACS on my mailpieces to meet the Move Update standard. Is this true?

A1: Your broker is correct. An ancillary service endorsement or ACS/OneCode ACS cannot be used to qualify the first mailing to an address, unless you received that address directly from your customer within 95 days of your mailing. You must use a pre-mailing Move Update method, i.e., NCOA^{Link} or *FASTforward* MLOCR, to catch potential UAA addresses due to customer moves before you mail. For all of your subsequent mailings to that address, you may use a post-mailing Move Update method, i.e., ancillary service endorsement or ACS/OneCode ACS, as long as no more than 95 days have transpired until your next mailing. When you receive a change of address notification simply update your customer's record within your mailing list and use that new address for future mailings.

Q2: Once I use a pre-mailing Move Update method for all addresses I am mailing to for the first time, then I can use ancillary service endorsements or ACS/OneCode ACS for subsequent mailings. Can I use any ancillary service endorsement on my mailpieces to meet the Move Update requirement for those mailings?

A2: No. There are certain endorsements that can be used as a stand-alone method for meeting the Move Update requirement. For First-Class Mail, the following endorsements meet the Move Update standard as a stand-alone method: Address Service Requested, Return Service Requested, and Temp-Return Service Requested. For Standard Mail, the following endorsements meet the Move Update standard as a stand-alone method: Address Service Requested, Return Service Requested, and Change Service Requested.

On First-Class Mail, Change Service Requested is only available when used in conjunction with ACS. Electronic Service Requested must be used in conjunction with ACS/OneCode ACS. Forwarding Service Requested does not meet the Move Update standard. For more information about the use of each endorsement, see DMM section 507.1 at <http://pe.usps.com/text/dmm300/507.htm>.

NON-U.S. MAILERS

A foreign mailer can use NCOA^{Link}, *FASTforward*, ACS (OneCode or Traditional), and Ancillary Service Endorsements with some restrictions.

Q3: If I want to use ACS or OneCode ACS, can I get electronic address corrections if my place of business is in Canada?

A3: Yes. If the business in Canada has a domestic US return address; ACS and OneCode ACS can be used.

ACS and OneCode ACS are dependent upon the mailer's request for ancillary service endorsement and in many cases require a printed endorsement in addition to the service request embedded in the Intelligent Mail Barcode. The same dependency on the domestic return address printed on the front of the mailpiece would also apply to ACS and OneCode ACS mail.

DMM 602 1.5.3 requires that the sender's domestic return address must appear legibly on mail of any class, when its return and/or an address correction service is requested.

Fulfillment of ACS address change information may be retrieved electronically via a secure Internet site. The NCSC provides a login and password to the ACS participant. If Traditional ACS is requested, CD-ROM media can be mailed only to a domestic address.

Q4: We plan to use the Intelligent Mail Barcode on First-Class Mail to request OneCode ACS service and are not required to print an ancillary service endorsement on the mailpiece to request address correction service. Am I eligible to receive electronic address corrections even though my return address is not a domestic US address?

A4: All mail requesting address correction services is required to bear a domestic US return address. The address correction service that is requested through the Intelligent Mail Barcode will require the use of a domestic return address to be eligible to receive the address correction.

Alternative Methods

Q5: If I believe my list is accurate, when should I submit my files to the NCSC in Memphis for testing?

A5: This verification process takes approximately 7 to 10 business days. Therefore, you should submit an application for approval as soon as possible; keeping in mind your preparation needs and desired mailing date.

Q6: Can a mailer who constantly polls for correct address information meet the Move Update standard (e.g., "Check this box to indicate whether you have moved. If you have, provide your new mailing address.")?

A6: No. Mailers eligible to use an alternative Move Update method maybe able to use this type of polling to maintain the required 99 percent accuracy rate as an alternative method.

Q7: My business does not maintain a mailing list with an address-update cycle. How does the Move Update standard apply when my customer provides an address?

A7: If you send the mailpiece to the address within 95 days of the date the address was provided by the customer, the address complies with the Move Update standard. If you use the address 95 days or more after it was provided, you must use a pre-mailing method such as NCOA^{Link} or *FASTforward* or a post-mailing method i.e., as a printed ancillary service endorsement for address correction. In most instances, if the mailpiece is mailed shortly after the address was provided, the address will not change, and the mailpiece will be delivered as addressed.

Q8: How do I meet the Move Update standard when mailing to an address recently added to my address list?

A8: The Move Update process is name-and-address-based, not list-based. When a customer makes direct contact with a business and provides the address, the directly acquired address can "ride" with the list within the 95 day period. After 95 days the address must be processed through one of the Move Update methods. The address will be added to the list only if the customer has requested services or literature or has purchased merchandise.

If an address is added to the list not because a customer contacted a business but for another reason, the address will not qualify for an automated discount unless the mailer can provide the Move Update documentation showing proof of the update. Otherwise, the initial mailing must be processed through NCOA^{Link} or *FASTforward* or mailed at the single-piece price. If the pieces in this initial mailing contain ancillary service endorsements the address can be added to your normal update cycle if the next mailing incorporates the address within 95 days.

If the address list is rented to another party for the purpose of mailing at discounted rates and that list has a blend of established and directly acquired customers, the list owner must provide Move Update documentation to prove that all of the addresses on the list have been updated. If the address list is distributed to additional mailers (e.g. by a second party to others or by a third-party), the addresses must be processed through one of the Move Update methods and the Move Update documentation must accompany the address list.

The accommodation of “first time mailing” is not expected to raise an issue with evaluation of Move Update compliance as these addresses are expected to be current and not have an active change of address. In the event that these first time mailing addresses are not current, and there is an active COA, then it is typically expected they will not be in excess of the 95-day elapse between the Move-Effective-Date (MED) and the mail entry date. In the event these first time mailing addresses do have a COA that was entered more than 95 days prior, then the USPS questions how these addresses are defined to be “directly acquired”. The USPS would recommend that mailers in doubt as to the currency of any address prior to mailing should use NCOA^{Link} to “reset” the address currency for the purpose of mailing.

99 Percent List

Q9: I bought a mailing list from a certified Alternative Move Update Method mailer. How long can I use the list and meet the Move Update standard?

A9: The clock for the 95-day cycle begins on the date the names and addresses were extracted out of the mailer’s database, not when they were sold or when you received them.

Ancillary Service Endorsements

Q10: Standard Mail Mailer: Will I be able to use ancillary service endorsement on my mailpiece to meet the Move Update standard? What is the best ancillary service endorsement for Standard Mail?

A10: Mailers can meet the Move Update standard for Standard Mail service by using the following endorsements:

Return Service Requested. Use when you always want the mailpiece back when it cannot be delivered as addressed. The Postal Service returns UAA mailpieces with a new permanent address or the reason for non-delivery applied to the mailpiece at the single-piece, First Class Mail price or Priority Mail priced for pieces over 13 ounces.

Change Service Requested. Use when you are only interested in receiving the new address information, or the reason for non-delivery, and you do not want the mailpiece returned. The Postal Service disposes of the mailpiece and returns a PS Form 3547, *Notice to Mailer of Correction in Address*, with a new permanent address or the reason for non-delivery at the \$0.50 address correction fee or applicable ACS/OneCode ACS fee.

Address Service Requested. Use when you want your mailpiece to be forwarded to a customer’s new address. A separate notice is returned to you with the customer’s new address. **For Standard Mail pieces not using ACS:** If no COA is on file, the mailpiece is returned with reason of non-delivery at weighted fee. **If COA is on file,** fees are charged and services provided as set forth in table below.

The fees charged and services provided for Address Service Requested vary by the time period, as set forth in the following table:

For months...	the Postal Service...	your fee is...
1–12	forwards the mail	\$0.00
	provides a separate hardcopy notice of new address	\$0.50 address correction fee
13–18	returns the mail with a new address attached	weighted fee*
Greater than 18 months or undeliverable	returns the mail with the reason for nondelivery attached	weighted fee*

*See *Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM®)* 507.1.5 for more information.

For Standard Mail pieces using ACS: If no COA is on file, the mailpiece is returned with reason of non-delivery at First-Class Mail single-piece price or Priority Mail price for pieces over 13 ounces. **If COA is on file fees are charged and services provided as set forth in table below.**

For months...	the Postal Service...	your fee is...
1–12	forwards the mail	\$0.35 for letters \$1.05 for flats
	provides a separate notice of new address	\$0.25 fee for Traditional ACS electronic notification
13–18	returns the mail with a new address attached	First-Class Mail single-piece price
Greater than 18 months or undeliverable	returns the mail with the reason for nondelivery (Forwarding Order Expired) attached	First-Class Mail single-piece price

Printing an appropriate ancillary service endorsement on a mailpiece does not, by itself, satisfy the Move Update standard. To satisfy the Move Update standard, the address on the mailpiece must have gone through an approved Move Update process during the previous 95 day period.

Manual address notifications are the least effective and most costly Move Update method for the Postal Service, mailers and list owners. When the higher fee per notice is added to the costs associated with manually processing and incorporating the COA information into the address file, these costs often far exceed the fee for the address correction notice.

NON-U.S. MAILERS

Q11. Can a non-U.S. mailer use a printed ancillary service endorsement to request address correction service and meet the Move Update standard?

A11. Current requirements to receive address corrections based on a printed ancillary service endorsement state that a domestic return address must be present on the address side of the mail piece. If the return address on the mailpiece is a domestic address then a printed ancillary service endorsement can be used to meet the Move Update standard. If, however, the return address shows a non-domestic return address then a printed ancillary service endorsement cannot be used because the USPS has no means to collect address correction fees from the foreign address.

FASTforward[®]

Q12: I am a mailing agent and my clients cannot prove that they have updated their addresses within the last 95 days when I accept their mail. May I still include those mailpieces in First-Class Mail[®] or Standard Mail[®] presort, or automation rate mailings?

A12: No, unless you are a *FASTforward* licensed MLOCR user using *FASTforward* to update the addresses. Otherwise, those mailpieces must be mailed at the First-Class Mail single-piece price.

Q13: If my mail is processed for Move Update using *FASTforward* MLOCR, which mailpiece design issues (other than general automation compatibility) do I need to be concerned about?

A13: The name of the addressee must be in the optical character reader (OCR) read area. Mailpieces with exceptional address formats (such as “Jane Doe or Current Resident”) are not eligible for *FASTforward* processing. Mailpieces with exceptional address formats are not subject to the Move Update standard. All mailpieces must have a barcode clear zone that is completely free of any text, images, or windows so the MLOCR can spray the delivery point barcode and the new address on the lower right bottom of the mailpiece if a COA is identified.

Q14: I do not want my mailpieces forwarded to the new address if the addressee has moved, but I want to receive the new address from the Postal Service. If I endorse my mailpieces with an approved ancillary service endorsement and give them to a presort bureau licensed to use *FASTforward* on their MLOCR, what will happen to the mailpiece, and what information will I receive from the Postal Service?

A14: The Postal Service provides the new address when a COA is submitted and the mailpiece is addressed for delivery to the old address and bears an approved endorsement for an address correction to be provided. If a mailpiece is processed, using MLOCR *FASTforward* and a new address is identified, the new address and its associated delivery point barcode are sprayed on the mailpiece and the mailpiece is sent directly to the correct new address. The Postal Service will not return the mailpiece to the sender or provide information about the new address because it is considered to be addressed correctly.

If you want to receive updated address information for a mailpiece and do not want the mailpiece mailed directly to the addressee’s new address, you need to advise the MLOCR service bureau to process in the “DO NOT FORWARD” mode and return the mailpieces to which *FASTforward* applied new address information.

If you choose to use only ancillary service endorsements to meet the Move Update standards, you must use them at least every 95 days before subsequent mailings. In addition, you must update your addresses within 95 days of using the addresses.

NON-U.S. MAILERS

Q15. My company is a service bureau with a place of business in the United States that takes finished mailpieces from international mailers and combines them for entry into a US mail processing facility. Can I use *FASTforward* to meet the Move Update standard? What about the commercial alternative to *FASTforward* known as *UMOVE*?

A15. Yes. *FASTforward* and *UMove* can be used to meet the Move Update standard. As with other change-of-address systems, these Move Update tools are only available for use by companies with business locations in the United States. There is no restriction in the license that limits the *FASTforward* Service Provider's ability to do processing for international entities.

NCOA^{Link}®

Q16: An address file is run through NCOA^{Link} and some addresses are identified as Moved Left No Address (MNL) or No Forwarding Order. Can those mailpieces still be mailed and meet the Move Update standards on the whole mailing?

A16: Yes, if a mailer submits an address to NCOA^{Link} and NCOA^{Link} comes back with an indicator that the customer has "Moved Left No Address", or "PO Box Closed", "No Forwarding Order" (BCNO), or "Foreign Move" the mailer has up to 95 days to update the mailpiece and claim the discount. After 95 days, the mailer has not updated the address; the mailpiece must be mailed at the First-Class Mail single-piece price.

Q17: Some mailers will claim they are obligated to mail to the "Last-known-address," even where it is known that the addressee is not there.

A17: After 95 days, the mailer still claims they are obligated to mail to the "Last-known-address" the mailpiece must be mailed at the First-Class Mail single-piece price.

Be advised that the Postal Service does not know where this person is when there is no forwarding order on file and the mailpiece will become UAA mail and returned, or treated as waste as determined by the class of mail and ancillary endorsement used.

During the MERLIN evaluation we report the MLNA, BCNO, and foreign moves as we would any other move. This means if a mailer continues to mail to the old address they will be held accountable in the MERLIN evaluation.

NON-U.S. MAILERS

Q18: My company in Canada conducts surveys of U.S. households and sends information to U.S. addresses about different products and services using Standard Mail. We would like to use NCOA^{Link} to comply with the new Move Update standard. Do we have to get pre-approval from the USPS to use NCOA^{Link} to meet the Move Update standard?

A18: The License Agreement between the NCOA^{Link} Service Provider and the US Postal Service does not allow the NCOA^{Link} Service Provider to process lists that originate outside of the United States. To accommodate foreign mailers that are entering mail directly into the US, a special process has been established to allow foreign mailers to satisfy the Move Update requirement by using NCOA^{Link} to update their address list. Before any NCOA^{Link} Service Provider, can process an address list originating from a foreign source the NCOA^{Link} Service Provider must first contact the NCSC Licensing & Certification department @ 800-589-5766 and obtain pre-approval to process the foreign mailer's address list.

Q19: What is the process by which a non-U.S. mailer can be approved to use NCOA^{Link} processing to meet the Postal Service Move Update requirement?

A19: Approval to process address lists from non-domestic mailers must be initiated by the NCOA^{Link} Service Provider on behalf of the non-domestic mailer. The NCOA^{Link} Service Provider works with the mailer to ensure that the mailer's intended use of NCOA^{Link} processing is appropriate before requesting approval from the USPS. The NCOA^{Link} Service Provider verifies that a properly completed Processing Acknowledgement Form (PAF) is received and that it correctly represents all parties involved in the transaction. When the NCOA^{Link} Service Provider has all the necessary information, the Service Provider contacts the NCSC Licensing & Certification department @ 800-589-5766 to request approval to perform the processing service.

Q20: How long does it typically take the NCOA^{Link} Service Provider to get approval to provide processing services for a company that is outside the US?

A20: The Postal Service attempts to get feedback to the NCOA^{Link} Service Provider within 24 hours of their submission of the request.

Q21: If the USPS has given approval to an NCOA^{Link} Service Provider to provide NCOA^{Link} processing for a foreign mailer, how long does the approval remain valid?

A21: There is no time limit on approval. The approval is good for as long as the foreign mailer continues to use the same NCOA^{Link} Service Provider. If a mailer switches to a different NCOA^{Link} Service Provider, the new Service Provider will request approval to process for the foreign mailer.

Q22: We are a foreign-owned company that also has an office in the U.S. Can we use our U.S. address when requesting NCOA^{Link} processing and does it require separate approval from the USPS before using NCOA^{Link}?

A22: Yes, you may use your U.S. address to request NCOA^{Link} processing. The NCOA^{Link} Service Provider is not required to seek prior approval as long as the U.S. address is on the Processing Acknowledgement Form (PAF).

Q23: We are approved to use NCOA^{Link} and after updating our address list for mailing we want to sell or rent extracts from our updated list. Are there any restrictions on how we use addresses that were updated by NCOA^{Link}?

A23: The restrictions that apply are outlined in the Required Text Document (RTD) provided to you by the NCOA^{Link} Service Provider. These restrictions apply equally to US-based companies and to non-U.S. based companies.

Q24: We are a U.S.-based business that sends our address files to a company in Canada for mail creation, printing, and entry. My processor in Canada will be submitting my address file to an NCOA^{Link} Service Provider for update. Do we have to be pre-approved by the USPS before we can use NCOA^{Link}?

A24: No. Since your company resides within the United States, no special permission is needed for your NCOA^{Link} Service Provider to process your list. It is important that you and your Canadian processor complete the Processing Acknowledgement Form to show that, as the list owner, your place of business is within the United States.

Q25: Who is required to complete the Processing Acknowledgement Form (PAF)? I send my file to a processor who takes care of my address list and keeps it updated. Do I have to complete a PAF or can my processor complete a PAF on my behalf?

A25: All parties to whom updated address information is disclosed must be identified on a PAF. The form can be completed by any entity but the Service Provider must verify the identity of the authorized representative(s) listed on the PAF. This includes but is not limited to the List Owner and any Broker/Agent/List Administrators. The Service Provider may collect a signature or may verify the authenticity of the entities identified on the PAF through other means.

Q26: What is the difference between a List Administrator and a Broker? How does this affect how the PAF is completed?

A26: A List Administrator houses, maintains, updates and 'baby-sits' the list on behalf of the List Owner and has a contract to provide these services to the List Owner. A Broker acts as a 'middle-man' between the List Owner (customer) and the Service Provider. A Broker must not retain the file from the List Owner for more than 45 days and may receive updated addresses from the Service Provider for the purposes of delivering the same to the List Owner, but is never the final repository for the data. The only difference on how a PAF is completed for a List Administrator or a Broker is the sections that must be completed on the PAF. In all cases the PAF must identify the List Owner. More information about competing PAFs can be found on our RIBBS website at: http://ribbs.usps.gov/files/NCOALINK/PAF_GUIDE.PDF

More FAQs

Q27: In addition to the address list, what documentation must the list owner furnish to a mailer for use on a non-automation or automation rate mailing?

A27: The list owner is obligated to prove the following: (1) he or she is aware of the requirements of Move Update; and (2) the addresses on the list comply with those requirements. The list owner should keep the following for one year:

- Move Update output reports documenting that the address list was updated within 95 days before it was submitted to the Postal Service.
- Proof that names and addresses on the list added since the last update came directly from customers.

Q28: My letter shop prepares and enters mail for customers. If the customers cannot provide Move Update documents, can I enter this mail at discounted price?

A28: No, unless you process the list of addresses through a Move Update method within 95 days before mailing.

Q29: If I am mailing a promotional mailpiece at First-Class Mail or Standard Mail prices and I use an exceptional address format (Jane Doe or Current Occupant), must the recipient name have been updated within the previous 95 days?

A29: No. If deliverable, each mailpiece will be delivered to the address appearing on the mailpiece whether or not the named addressee resides at that address. Mailpieces using Alternative address format such as "Jane Doe" or "Current Resident" are not subject to Move Update standard.

Q30: I have CASS Certified™ address-matching software that ensures I have good addresses. Does this meet the Move Update standards for new names and addresses?

A31: No. Address-matching software looks up addresses to correct and standardize the address information and append ZIP+4™ codes. It does not perform a name lookup to determine whether the addressee is still at that address and, therefore, cannot be used to meet the Move Update standard.

Q32: Does a list or an address have to be updated every 95 days?

A32: An address can be updated at any time, so long as it is updated within 95 days before the address is actually used for a discounted First-Class Mail or Standard Mail mailing. If a mailer mails a list once every one year, that list must be updated using one of the Move Update methods within 95 days before the mailing.

Q33: Must entire lists be updated every time?

A33: Entire lists do not have to be updated at once. The update requirement applies to individual addresses, not to entire lists. Only those addresses that will be used in a First-Class Mail or Standard Mail discounted mailing need to meet the Move Update requirement. The list could not be used with an ancillary service endorsement since the addresses would not have been updated within 95 days. However, the list could be used with NCOA^{Link} or *FASTforward* MLOCR prior to mailing.

Q34: My mail volume is generated by rented lists and I have no reason to use a post-mailing process to acquire updates. How can I qualify?

A34: The list owner is responsible to provide you with the quality product you require. If your requirement is that the list must be Move Update qualified for a certain time period, then make that a requirement. You also always have the option of using a pre-mailing process like NCOA^{Link} on the lists you acquire from outside sources.

Q35: I have a mail-order business. During the holiday season, one of my customers purchased 30 gifts and directed me to send them to a list of people she provided. Does that “Gift List” meet the Move Update standard?

A35: No. These addresses are not considered to be directly acquired addresses because you did not receive them directly from the addressees themselves.

Q36: Must I accept every new address I receive from a Move Update Method?

A36: No, but you have 95 days to independently verify and reflect the new address on the mailpiece. After 95 days of notification, the old address does not meet the Move Update standard and mail to that old address must be mailed at the appropriate First-Class Mail single-piece price or another price not subject to Move Update standards and for which the price qualifies.

Q37: Is any Move Update documentation required at the time of mailing?

A37: No, the mailer's signature on the postage statement, or electronic submission (i.e., *PostalOne!*[®], Mail.dat) certifies that the mailing complies with all relevant standards, including Move Update, and that the mailing qualifies for the prices and fees claimed.

Q38: Standard Mail Mailers: Are non-profits (i.e. universities) subject to the Move Update standards?

A38: Mailpieces mailed at the Nonprofit Standard Mail prices must meet the Move Update standards for Standard Mail, see DMM section 243, 343, or 443 in addition to standards specific to any other discount or price claimed.

Compliance

Q39: Mailers have effectively two methods for updating their lists prior to the mailing; *FASTforward*[®] and NCOA^{Link}[®]. However, *FASTforward* only contains 13 months of change-information (depending on whether the Full Service or Limited version is used). It is very likely that a list contains a name-and-address that moved more than 13, 18, or 48 months ago, but was unable to be updated using these aforementioned compliance methods (particularly if the 18 months version of NCOA^{Link} is used). How will the USPS handle this if the Move Update Verification process is using 48 months of change-of-address information?

A39: The Move Update verification process will report change-of-address (COA) matches by time periods that can be evaluated based on the Move Update product used by the mailer. For example, the process will indicate COA matches that, based on the latest date of either the Move-Effective-Date (MED) or the COA-Entry-Date (CED), were:

- Less than 95 days from the processing date
- Between 95 days and 13 months from the processing date
- Between 13 months and less than 18 months from the processing date
- Greater than 18 months from the processing date

Using the breakout of the elapsed time between either the MED or the CED compared to the Move Update product used by the mailer will provide the basis for evaluating mailer performance.

Q40: Will MERLIN produce an accurate name and address record that can be matched to a COA considering issues such as nicknames, family versus individual moves, and other related nuances that affect accurate COA matching?

A40: It is unlikely that there will be a discrepancy between the name and address read by MERLIN from the mailpiece and the actual name and address matched with NCOA^{Link}. Address matches to NCOA^{Link} are very conservative and require precision between the input name and address and the COA name and address. A more likely scenario is that there will be a discrepancy in the optical character reading and text conversion by MERLIN and the Move Update verification will fail to detect a valid move. Where the Move Update verification process identifies a COA match there is high confidence in the accuracy of the match.

Q41: Does the Move Update verification process accommodate the Daily Delete File?

A41: The USPS will ignore any matches detected where a Daily Delete transaction had occurred for the prior 95 days for the address. This exclusion of matches will eliminate any instances where a mailer had used NCOA^{Link} but failed to update an address record due to the existence of a Daily Delete transaction.

Q42: When multiple moves (address A to B and then B to C) occur, the USPS tries to “chain” all of the moves together so that the latest address is always returned. When they are able to do so, a single record connects A to C. Sometimes the USPS is not able to chain the moves, so there are two records in the NCOA^{Link} database. The first processing of a record through NCOA will make the A to B change and the B to C change will occur during the next cycle of processing through NCOA^{Link}. Assuming the Move Update verification process sees a mail piece between the two NCOA^{Link} processing cycles, it may “fail” a piece for not yet having the C address.

A42: The USPS acknowledges that there may be circumstances where a “broken chain”

prevents a mailer from receiving the most current address for an individual. The most likely scenario envisioned is a case where:

Family move recorded from address	A	to	B	
Individual move recorded from address		B	to	C

If an address is presented, for example Jim Winston at Address A, then the first processing of NCOA^{Link} will move him based on a last name only match to Address B. Where MERLIN scans a mailpiece showing Jim Winston at Address B, the Move Update verification process will show that a move had occurred to Address C.

Assuming the original mailer address for Jim Winston at Address A was processed and updated in compliance with Move Update timeframes, the maximum age of the first COA match moving Jim Winston to Address B would be 190 days when processed by MERLIN. The expectation that a second COA moving Jim Winston to address C occurred immediately after the first COA was filed is considered low, although possible. To mitigate this potential the USPS will look at the potential to do a “Move-in” test of Jim Winston at Address B to determine if a recent move into Address B occurred within the past 95 days. If so, the COA match for Jim Winston from Address B to Address C will be disregarded and not reported.

Q43: The USPS allows NCOA^{Link} licensees to return as few as the most recent six months (based on Move Effective Date) of NCOA^{Link} matches. Will the USPS consider a mailer that opts to apply only six months of COA data to their file to have complied with the Move Update standard?

A43: The USPS will consider the mailer to have complied with Move Update that was based on the use of an NCOA^{Link} 6-month dataset only where the mailer:

- Previously updated the mailing list based on the 18-month NCOA^{Link} product prior to beginning use of the 6-month NCOA^{Link} database for ongoing maintenance, or has done continuous NCOA^{Link} processing based on a 6-month database for the past 12 months.
- Has an ongoing process that reprocesses the mailing list at the required 95 day intervals.
- Does not add address records to the mailing list that have not first been processed using the NCOA^{Link} 18-month database within 95 days of receipt of the address.

Q44: NCOA^{Link} matches are possible only for “old side” addresses that bear an 11-digit ZIP Code. Consequently, an address that can be coded only to a 5-digit ZIP Code will never receive a match in NCOA^{Link} despite the fact that a COA could exist and the 5-digit (non-DPV) address record is regularly processed through NCOA^{Link}. There are a variety of scenarios (e.g. updates to the AMS database, AEC II corrections, street name corrections, etc.) that could result in the address being updated to a condition that allows it at a later date to successfully DPV and subsequently be matched to an NCOA^{Link} record. The Move Update verification process may be able to find an NCOA^{Link} hit that did not previously exist – until the mailer processes them through their next NCOA^{Link} cycle.

A44: This condition is possible but is considered to have a minimum negative impact. Within the COA data received from customers, approximately 6% of all old addresses are unable to be coded to a precise 11-digit ZIP+4 code at time of COA entry. The majority (two-thirds of the 6%) of ZIP+4 code deficiencies are due to a lack of apartment information. Assuming a 5% typical match rate by NCOA^{Link}, the estimate of the potential of these address records being hit is 0.3% (three-tenths of 1 percent). In addition, the majority of all the changes that causes a non-coded old address to become ZIP+4 coded occur within the first 30 days of the COA entry. This means that any comparison with the mailer’s address by the Move Update verification would typically occur within 125 days of the MED and would not have a significant impact on the Move Update verification

assessment.

Q45: Back-dating of moves has been a reality since the advent of the NCOA and NCOA^{Link} master reference files. If the patron back-dates their move three months on the Change of Address form by the time the move is entered and distributed to the NCOA^{Link} product, it is four months old. So the first time the COA is available for NCOA^{Link} matching it is already outside the 95-day limit and could be flagged. The USPS reference files in addition to the move effective date should contain the date the COA was added to the file.

A45: The USPS will factor the “backdated COAs” into the Move Update verification analysis by using either the Move-Effective-Date (MED) for COAs that are received in advance of the move date or the COA-Entry-Date (CED) for those COAs that arrive with a prior MED. This will minimize any impact on the assessment by the Move Update verification of the age of the COA when compared to the MERLIN processing date.

Q46: Will the Move Update verification process use the same reference files and versions as the NCOA^{Link} providers? NCOA^{Link} files are full file replacements; it is our understanding the product fulfillment cycle takes two weeks to produce and distribute replacement files, which then have to be installed. Will the Move Update verification process have more current data than the NCOA^{Link} providers?

A46: The update of the NCOA^{Link} data will occur weekly on the last permissible date an NCOA^{Link} licensee can install an update per the Licensee Performance Requirements. We do not anticipate that the timing of NCOA^{Link} data refreshes will cause mailers to be impacted as the update of any address in the NCOA^{Link} data will fall within the 95 day Move Update performance window.

Q47: The Move Update requirements for Standard Mail apply to all automation, presort and carrier route pieces, including letters, flats, Not Flat-Machinables (NFMs), and parcels. How will the USPS verify move update compliance for NFMs, parcels, and even letters and flats that cannot be processed on MERLIN because they are non-machinable?

A47: First-Class Mail and Standard Mail postage statements have been updated to provide mailers a section for mailers to identify the Move Update method used for a mailing. Mailers should check the box in this section for the method used to update their addresses. Mailers may be requested to furnish the appropriate documentation to demonstrate Move Update compliance.

Q48: In many cases, businesses only accept “individual” change of addresses. For instance, financial institutions reject “family” move matches because they cannot legally move more than one account based upon this notification, especially if there is a separation, divorce or instance of fraud. How will MERLIN handle these situations?

A48: A mailer’s choice to disregard certain address updates provided through Move Update products does not entitle the mailer to continue to claim postage discounts where the update of the address is a prerequisite to getting the discount. Within the Move Update verification of the address, addresses that have not been updated due to a mailer business practice will be identified, and the mailer will be required to document why these addresses have not been updated.

Q49: There are situations where some businesses are provided with more current/recent address information from their customers than what the USPS may have. For instance, when businesses use a recent activity date to identify situations where they have a newer or changed address from their customer, or with P. O. Box moves. Some businesses may choose to apply only a percentage of the NCOA^{Link} changes they obtain from the USPS because they have more recent data from their customer. How will the Move Update verification process handle these situations?

A49: Addresses that have a COA on file that result in a match when evaluated through the

Move Update verification processing will be reported for mailer documentation of why the address was not updated. If the mailer has information to show they have more current information than what is in the NCOA^{Link} data, that information will be taken into consideration. The fact that NCOA^{Link} matches approximately 75% of the total population of COAs that may exist is not a basis for excluding any of the matches that NCOA^{Link} does produce. If a mailer is uncomfortable with the NCOA^{Link} processing results, the mailer should consider use of a different Move Update tool.

Q50: There are some specific industry types and practices that present significant barriers to compliance with Move Update. For instance, some financial institutions cannot use NCOA^{Link} or ACS because they cannot legally make address changes without customer authorization. These companies are authorized under current postal regulations to use alternative methods for Move Update. How will the USPS handle these companies/ addresses if the Move Update verification process is the sole source for verification of Move Update compliance? Although some financial mailers may be “protected” by the restrictions on changing an address without customer authorization, the restriction applies only to First-Class Mail mailing of account information and does not apply to promotional and advertising mail.

A50: The postage statements request mailers to identify the Move Update method they use and therefore the acceptance personnel know which mailers have received approval to comply with the Move Update standard through an alternative method. Where any request for Move Update documentation is made to justify the mailer’s claim of postage discounts, the mailer should refer the inquiry to the NCSC for resolution. A mailer that has allowance to use an alternative Move Update method for First-Class Mail can extend that allowance to Standard Mail when it involves the same address list covered by the allowance under First-Class Mail mailing.

Q51: There are addresses that will be “excused” even though MERLIN may identify them as non-compliant. How will the USPS handle these “exceptions” in the verification process? Will those addresses somehow be identified so that a clerk will know to excuse those from the acceptance test and error calculation for the mailing?

A51: A mailer may be contacted to inquire about the method used to update their addresses. Mailers should communicate any exceptions when contacted. All Move Update verifications are subject to the appeal process that exists today for circumstances where a mailer disagrees with issues detected during mail acceptance.

Q52: The USPS has stated that the Move Update standard is per name and address and not the list. The USPS has further clarified that if an approved Move Update method has been applied to a name and address record within 95 days, then that record can be used on both First-Class Mail and Standard Mail mailings and be considered compliant with the Move Update standard. This also includes the clarification that a name and address sourced directly from the addressee is considered compliant with the Move Update standard for 95 days. How will the USPS take this into consideration as it implements a verification process using the Move Update verification process?

A52: As long as an address that was qualified under one class of mail or by a different Move Update tool is mailed within 95 days of the use of the Move Update tool; it should not result in an issue.

Q53: For directly acquired addresses, the USPS® has indicated that these addresses do not need to be run through a Move Update process when first mailed, but that the mailer may need to provide documentation to demonstrate that the method used was used within the appropriate timeframes and on the specific mailing in question. Would the addresses need to be run through a Move Update process before they are mailed again?

A53: Yes. If the addresses are used 95 days or more after they was provided, you must use a pre-

mailing method such as NCOA^{Link} or *FASTforward* or a post-mailing method i.e., as a printed ancillary service endorsement for address correction.

Q54: Do seed names need to be run through a Move Update process? Some say the USPS does not plan to require these addresses to be run through Move Update because they are usually a separate string of records to “known recipients” and less than 100 in the string, thus cannot legally be processed via NCOA^{Link}.

A54: The assumption is that seed records will represent known persons at what is expected to be current addresses. As such, they are similar to “directly acquired” in that the seed address should represent what the mailer knows to be a current address. It is not anticipated that a seed address would typically raise a question of non-compliance with Move Update as the number of instances of moves associated with the seed addresses is expected to be low. If a mailer is not actively maintaining the seed addresses then it is recommended they include the exceptional address format of “Or Current Resident” to avoid issues with Move Update compliance.

Q55: Can NCOA^{Link} identified moves with a move effective date older than the mailer’s last activity date be rejected? The USPS has indicated these can be rejected, but mailers will need to document these in case they are questioned by the USPS as not meeting the Move-Update requirement. How detailed and specific this documentation needs to be is not known at this time.

A55: See response to “Situations Where Businesses Have More Current Data” previously answered.

Q56: How should mailers document compliance and assign postage liability for non-compliance when the mailing is presented by a mailing agent (today accomplished with the postage statement PS Forms 3602)? What documentation will mailers need to prove compliance with Move Update in the future, and to assign liability for postage adjustment in cases of non-compliance where the mail is presented by a mailing agent?

A56: Reference the ‘Mailer Advisement Policy’ at <http://ribbs.usps.gov/>, click on Move Update latest news, document for a description of the documents and processes that can be used to substantiate Move Update compliance. The ultimate burden for maintenance of documentation for any postage discount claimed is the mailers. Refer to DMM 234.4.7 for additional information on provision of additional documentation.

Q57: This question has been removed for update.

A57: