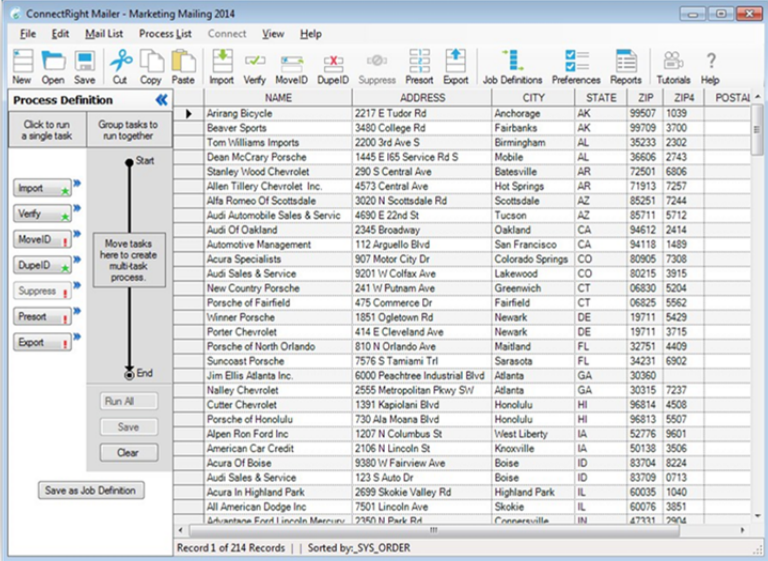
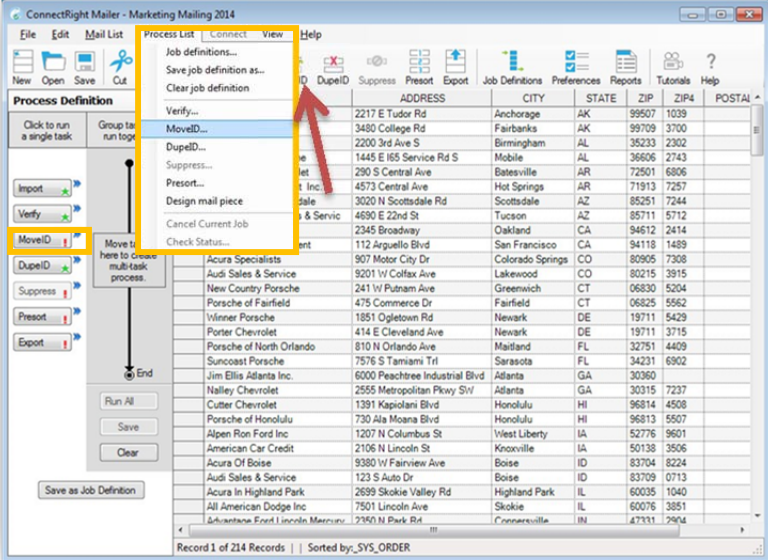


Objective: To create a new PAF for use with ConnectRight Mailer.

	Comment	ACTION – DO THIS
1	<p>Before you can run the move update function on ConnectRight Mailer, you will need to submit a "Process Acknowledgement Form" or "PAF".</p> <p>The USPS requires a PAF so that they can comply with federal privacy regulations. When the USPS shares NCOALink information, they must be able to track access to that data.</p>	
2	<p>Begin by selecting the MoveID option from one of the following locations:</p> <ul style="list-style-type: none"> • The Process Definition menu, • The MoveID icon on the tool bar, or • The MoveID option in the Process List menu 	

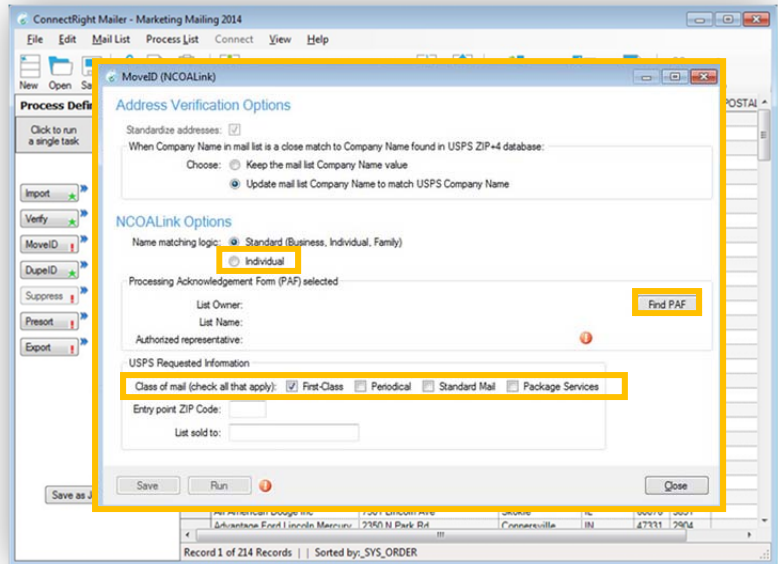
ConnectRight™ Mailer Process Acknowledgement Form

ConnectRight Mailer will automatically select the most common options.

If you want to change the name matching logic to individuals only, select **"Individual"**.

3 You can also change the classes of mail by selecting the services you use.

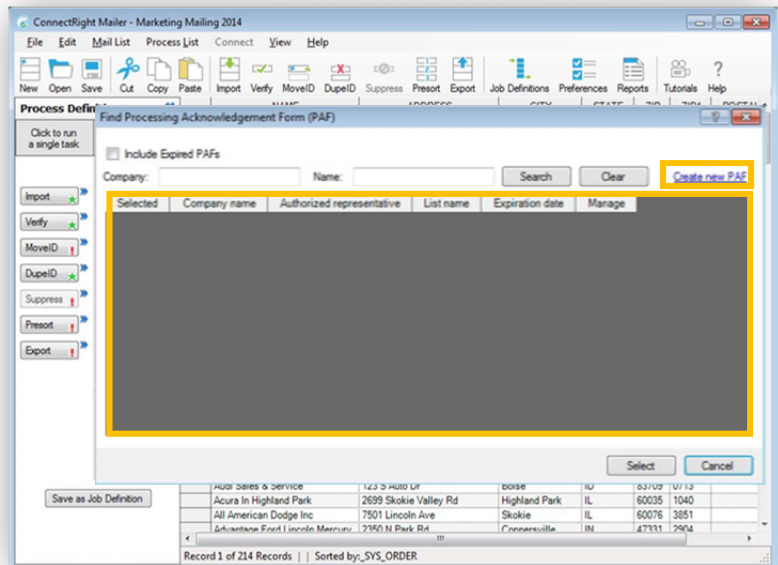
Next, Select **"Find PAF"**



If you do not have a PAF established, the PAF list will be blank.

Select **"Create New PAF"**.

4



ConnectRight™ Mailer Process Acknowledgement Form

"ezPAF" will launch in your default web browser.

You must let the USPS know if you are processing your own mail or mail for someone else.

The list owner is the company that owns the names and addresses. If a company rents a list or is granted use of a traded list, they are considered the list owner for the purpose of processing the data through the NCOA^{Link} service, assuming they are not providing the updated data back to the source.

If you have a client and they will receive name and address information updated through the NCOA^{Link} service in any form, including return mail, you are not the list owner.

If you are processing mail for other organizations, select "**I am processing this list for my customer.**"

If you are processing mail for your organization, select "**I am the owner of the list to be processed.**"

The screenshot shows the ezPAF website interface. The browser address bar displays "https://www.ezpa.com/PAF2/default.aspx?cid=1524". The page header includes the ezPAF logo and the text "easy and secure NCOA^{Link} Processing Acknowledgment Form". The main content area is divided into several sections:

- What is a PAF?**: A text box explaining that the USPS requires the PAF for compliance with federal privacy regulations.
- Instructions**: A link to "Instructions" and "Guide to PAFs".
- Support**: A section for support contact, listing "support@ezPAF.com".
- NCOA^{Link} Processing Acknowledgment Form (PAF)**: A section with a privacy notice and a "List Ownership" section. The "List Ownership" section contains two radio button options: "I am processing this list for my customer" (which is selected) and "I am the owner of the list to be processed". A "Next" button is located below these options.

At the bottom of the page, there are links for "Trademarks", "Privacy Policy", and "About Us".

5

ConnectRight™ Mailer Process Acknowledgement Form

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When you select the appropriate **List Ownership**, the screen will expand to allow you to enter the list owner's information.

The "**List Owner Contact Information**" is for the person responsible for the mailing.

Firefox | NCOALink PAF | https://www.ezPAF.com/PAF2/default.aspx?cid=1524

ezPAF™ easy and secure **NCOALink®** Processing Acknowledgment Form

NCOALink® Processing Acknowledgment Form (PAF)

Due to the Privacy Act of 1974, the USPS® is required by law to collect the information on the Processing Acknowledgment Form. When information provided through the NCOALink® Service is released, the USPS must maintain records of all to whom the information was disclosed.

* All fields required unless indicated otherwise.

List Ownership

I am processing this list for my customer ?
 I am the owner of the list to be processed

List Owner Contact Information

First name:
 Last name:
 Title:
 Phone:
 Email: ?

List Owner Company Information

Company:

7

The "**List Owner Company Information**" and "**List Owner Address**" is for the list owner, typically your organization.

Firefox | NCOALink PAF | https://www.ezPAF.com/PAF2/default.aspx?cid=1524

Email: ?

List Owner Company Information

Company:
 Parent company: (optional) ?
 Marketing or DBA company: (optional) ?
 Website: (optional) ?
 NAICS: ?
 USPS Mailer ID: (optional) ?

List Owner Address

Address:
 City:
 State:
 ZIP + 4®:

List Information

List name (Check all that apply): ?

Mailing list Choose times per year
 Customer list Choose times per year
 Member list Choose times per year
 Donor list Choose times per year

ConnectRight™ Mailer Process Acknowledgement Form

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You will also need to estimate how many lists you will be processing for move updates and the type of list.

Check all the list types which apply to you, and use the drop down menu to specify how many times per year you will be running move updates for each type.

List name (Check all that apply):	Annual processing frequency:
<input type="checkbox"/> Mailing list	Choose times per year
<input type="checkbox"/> Customer list	Choose times per year
<input type="checkbox"/> Member list	Choose times per year
<input type="checkbox"/> Donor list	Choose times per year
<input type="checkbox"/> Prospect list	Choose times per year
<input type="checkbox"/> Voter list	Choose times per year
Other: <input type="text"/>	Choose times per year
Other: <input type="text"/>	Choose times per year
Other: <input type="text"/>	Choose times per year

9

You will be asked for a signature.

Completing online is the quickest and most common way to submit a PAF.

Completing a paper copy of the PAF is also available. It should be used for situations where there is more than one broker/agent.

Select "Complete online" or "Complete a paper copy" then click Next.

Signature

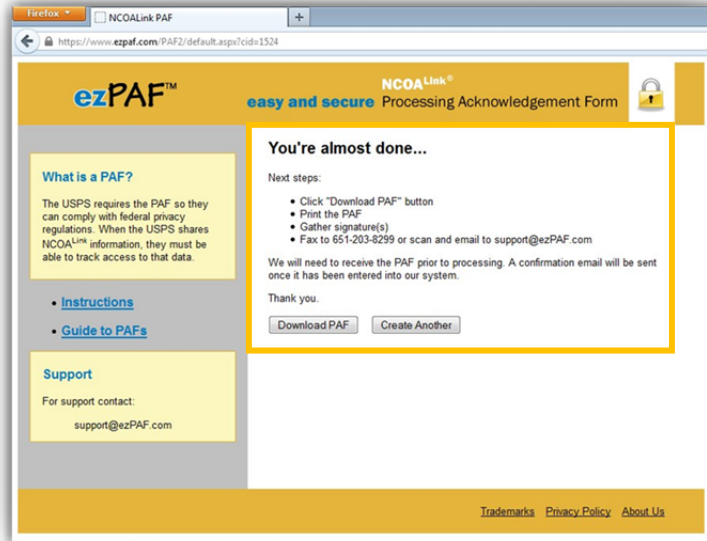
Complete online Complete a paper copy

Next

ConnectRight™ Mailer Process Acknowledgement Form

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If you selected "Complete a paper copy," a screen will display directing you to download the PAF and provide you with instructions regarding how to sign and where to forward the document.

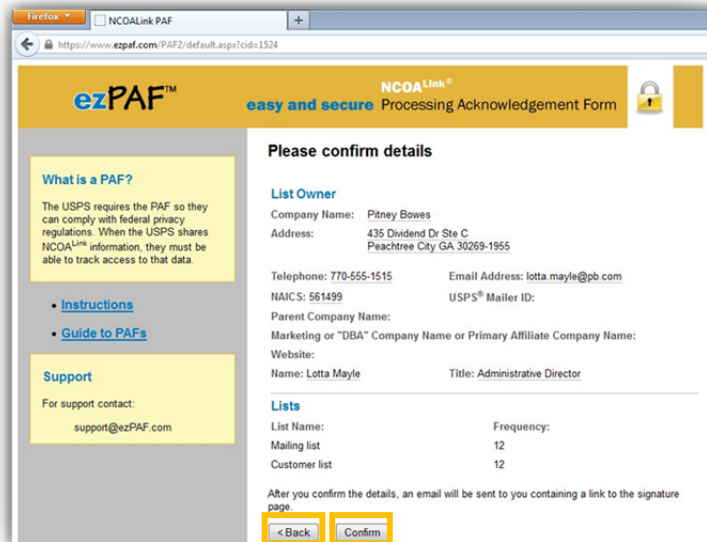


11

If you selected "Complete online" a screen will display asking you to confirm the information previously entered.

If any information needs editing, select "Back."

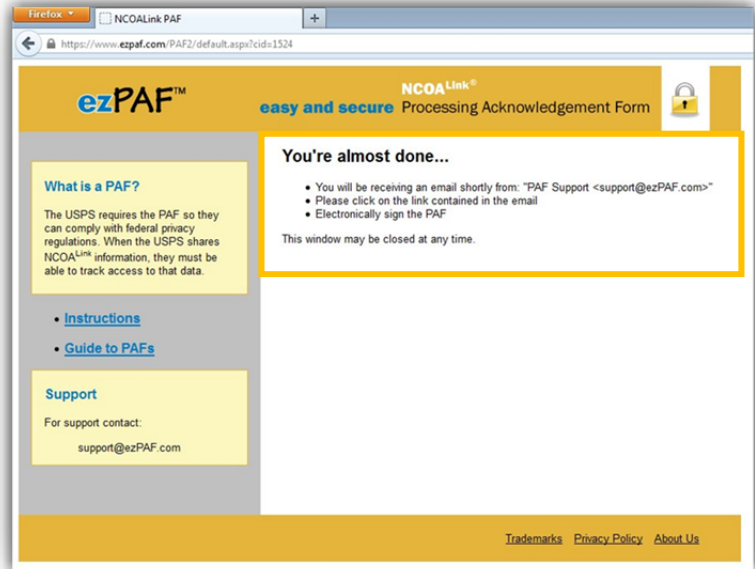
If all information is correct, select "Confirm."



ConnectRight™ Mailer Process Acknowledgement Form

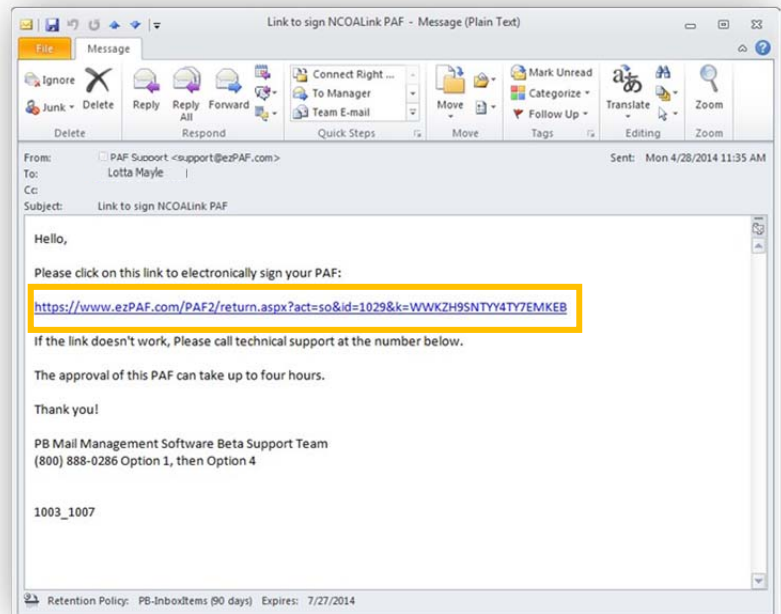
12

A final screen will display letting you know an e-mail will be sent to you. The e-mail may take a few minutes to reach your 'in box.'



13

When you receive the e-mail from 'PAF Support,' select the link to electronically sign your PAF.



ConnectRight™ Mailer Process Acknowledgement Form

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Scroll to the bottom of the Electronic Signature page to confirm your signature.

The screenshot shows a web browser window with the URL <https://www.ezpf.com/PAF2/return.aspx?act=so&id=1029&k=WWKZH95NTY4TY7EMKEB>. The page title is "List Owner". The form contains the following information:

List Owner
Company Name: Pitney Bowes
Address: 435 Dividend Dr Ste C
Peachtree City GA 30269-1955

Telephone: 770-555-1515 Email Address: lotta.mayle@pb.com
NAICS: 561499 USPS Mailer ID: n/a

Parent Company Name: n/a
Marketing or "DBA" Company Name or Primary Affiliate Company Name: n/a
Website:
List Name(s): Mailing list, Customer list
Name: Lotta Mayle Title: Administrative Director

do hereby acknowledge that I have received and reviewed the NCOA^{LINK} Information Package supplied to me by Lorton Data 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.

Signature: Lotta Mayle
Date (M/D/YYYY): ?
Type your name (as shown) and the date to electronically sign.

Trademarks Privacy Policy About Us

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You can review your information again and electronically 'sign' the PAF.

Enter the name that appears next to the signature box.

Then select/enter the current date.

Select "**Confirm Signature**" to complete the process.

The screenshot shows the same web browser window as in step 14. The signature and date fields are now filled in:

Signature: Lotta Mayle Lotta Mayle
Date (M/D/YYYY): 04/28/2014 ?
Type your name (as shown) and the date to electronically sign.

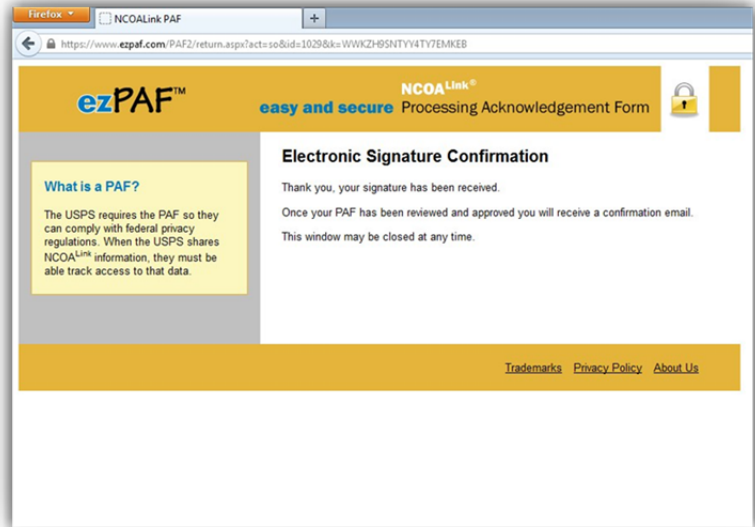
Trademarks Privacy Policy About Us

ConnectRight™ Mailer Process Acknowledgement Form

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The web site will display an acknowledgement that your signature has been received.

Once your PAF has been approved, you will receive a confirmation e-mail and you may begin processing your mailings for move updates!



NOTES: