

1. INTRODUCTION

1.1 The below document contains the Requirements that must be adhered to by you, the commercial contract holder with The Delivery Group, and/or your customer/supplier when using Partially Addressed via The Delivery Group (hereafter the term 'you' or 'your' in this document refers to this section 1.1).

1.2 It is your responsibility to ensure that you alert the appropriate entity who will manage the below requirements if it is not you who holds this responsibility. The Delivery Group will not be held liable for any failure of compliance on the below requirements and this liability lies with you.

1.3 All Partially Addressed Mailings must first comply with the Advertising Mail requirements in order to achieve a Partially Addressed discount, unless expressly stated otherwise. The requirements below are then in addition to these previous requirements.

1.4 Partially Addressed Mail is a six Working Day delivery service performed Monday to Saturday. Royal Mail aim to deliver your Mailing Items on the first Working Day after handover and acceptance by them.

2. QUALIFICATION

2.1 To qualify as Partially Addressed Mail you shall ensure:

2.2 that you use Royal Mail Mailmark® to post Partially Addressed Mail Postings, unless your Mailing Items are single piece postcards, in which case you must sort such Mailing Items to Access 1400; The Mailing Items must:

- (a) consist of a largely uniform message to all addressees of the Partially Addressed Mail Posting;
- (b) have the purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause;
- (c) are presented in trays or bags or, as long as the requirements for an unbagged posting are met, are presented unbagged;
- (d) are presented in bags or trays that exclusively contain Partially Addressed Mail and if presented as an unbagged posting, are in bundles that exclusively contain Partially Addressed Mail;
- (e) meet the requirements of the data specification set out in paragraph 3 of this Schedule and seed Mailing Items set out in paragraph 5 of this document; and

2.3 That each Partially Addressed Mail Posting:

- (a) contains a minimum 10,000 Mailing Items in a Daily Posting;
- (b) is assigned a UCID pertaining to the Originating Customer or Customer Entity. (For clarity, you may not mix Mailing Items with different mailing pack designs in Containers assigned to a single UCID); and
- (c) unless the Data Opt Out has been exercised, has a unique Mail Reference assigned to it and that the same Mail Reference is entered on the e-Manifest (as applicable) and the associated Sample/Seed,

2.4 You may opt to include a “declaration” message on each Mailing Item that reads, “No personal data about recipients has been used in the creation of this mailing”. If you do elect to include such a declaration, you must position the declaration on the Mailing Item in accordance with the Presentation Specifications See section 4.

3. DATA

3.1 You shall ensure that you have and maintain all rights, consents and permissions required in order to carry out such data suppression activities and any other activities required in order to ensure that you comply with the Requirements below.

3.2 To qualify as Partially Addressed Mail, you must ensure that all Mailing Items in each Partially Addressed Mailing are posted to each household in a targeted postcode except:

- (a) any household where habitants are an existing customer of the Originating customer or Customer Entity; and
- (b) any household where a habitant has opted out from receiving such Mailing Items; and
- (c) any postcode that contains only a single household; and
- (d) any household or address that itself contains personal data (for example, where habitants' names form part of the address).

3.3 As part of ensuring your compliance with the requirements set out in section 3.1, you will:

- (a) use a version of PAF that removes any postcode that contains only a single household and any household that contains personal data;
- (b) maintain a documented internal procedure for suppressing customer and prospect data. You must prepare your suppression files within 30 days or less before the Mailing Item that uses the data is delivered to the recipient;
- (c) keep and maintain an internal suppression file to ensure that opt-outs are properly logged, and each Partially Addressed Mailing must be run against these files 30 days or less before the Mailing Item that uses the data is delivered to the recipient;
- (d) keep and maintain each suppression file for a minimum of two years from the date of its creation; and
- (e) at your option, use the MPS file to suppress the data at a household level.

3.4 You must ensure that Mailing Items in each Partially Addressed Mailing:

- (a) do not contain any personally identifiable information; and
- (b) are not addressed to a named person;

3.5 Subject always to the requirements of sections 3.1 to 3.4, you may, at your option, choose to address each Mailing Item in each Partially Addressed Mailing with a collective name relevant to the uniform message of the Partially Addressed Mailing. By way of example a Partially Addressed Mailing to a local golf club promoting its services could be addressed to "Golf Lover".

4. PARTIALLY ADDRESSED DECLARATION

4.1 You may opt to include and we highly recommend that you include a "declaration" message on each Mailing Item that reads, "No personal data about recipients has been used in the creation of this mailing"; (the "Declaration"). If you do elect to include such a declaration, you must position the declaration on the Mailing Item in accordance with the following;

4.2 The Declaration may be positioned either:

- (a) in any location on the first page of the inner mailpiece (where applicable);
- (b) in any location on the back face of the Mailing Items; or,
- (c) on the front face of the Mailing Items (being the face of the Mailing Item with the address).

4.3 If the address is to be placed on the front face of the Mailing Item, the Declaration must also:

- (a) not be positioned in Mailing Item clear zones;
- (b) be printed using black Arial 10pt bold font with normal line spacing (or white text where a dark envelope is used) and be centre justified;
- (c) where a Return Address is also included on the front of the Mailing Item, be placed in the location shown in Figure 1 below, or, where a Return Address is not included on the front of the Mailing Item, be placed in the location shown in Figure 2 below:

Fig 1: Mailing Item bearing Declaration and return address on the front




Fig 2: Mailing Item bearing Declaration but no return address on the front



(d) or, in the case of postcards, the Declaration may, as an alternative to figure 1 or Figure 2 above, be printed linear format, in any readable font, on the vertical left edge of the Mailing items. Figure 3 below illustrates the two alternatives for the position of the Declaration for postcards:

Fig 3: For postcards only, the Declaration location can be placed in either of the positions shown

Return Address Secured Mail Calver Road Winwick Quay Warrington WA2 8UD	No personal data about recipients has been used in the creation of this mailing		Delivered by  C9 10017
<div> <div> No personal data about recipients has been used in the creation of this mailing </div> <div> The Occupier Any Company Any Street Any Town Anywhere Postcode </div> </div>			

5. PERMITTED SERVICES

5.1 Partially Addressed Mailings must all be posted using Mailmark and meet the specification and requirements of the Mailmark Service. If sending postcards via Partially Addressed using Mailmark, you must ensure that:

- (a) This mailer is specifically designed to provide a postcard of 2/3 ply. The 3-Ply element provides a reference edge for the mailer, and the varied thickness ensures the items do not stick together.
- (b) The bottom of the finished mailpiece must have a 3-Ply paper thickness amounts to 45% of the height of the shorter edge of the finished mailpiece, whilst the top amounts to 55% of the height of the shorter edge of the finished mailpiece, (a manufacturing tolerance of plus or minus 2mm is permitted). Two physical design options are available:
- (c) The 3-ply paper must be cut finished so all three layers form a single bottom (reference) edge. i.e. the edge consists of 3 layers of paper and 2 layers of adhesive. The finished cut edge must look as if it is a single edge. (See Figure 4 below) (reference) edge.

5.2 The paper must be folded such that the first fold creates an internal flap. The second fold must form another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge. (See Figure 5 below)

- (a) each has been produced from a sheet of paper that is cut, folded twice and adhered on all sides to provide a rectangular finished mail piece in landscape orientation that has 2/3 Ply thickness (the 3 Ply being at the bottom of the mailer); and
- (b) each adheres to the following specifications:
 - (i) External dimensions – 165mm plus or minus 5mm x (a manufacturing tolerance of ± 2 mm is permitted)
 - (ii) Paper Weight – 120 - 150 gsm (150gsm recommended)
 - (iii) Mailer Thickness 2mm including insert.
 - (iv) Paper thickness – 2-Ply element minimum 0.18mm, -3 Ply element minimum 0.27mm
 - (v) Finish – Matt or Silk (Matt preferred)
 - (vi) a permanent and continuous adhesive seal of 15mm width (a manufacturing tolerance of ± 2 mm is permitted) is required on 3 sides of the mail piece; and

5.3 each of the following additional requirements are met:

- (i) the adhesive goes to the edge of the mail piece.
- (ii) the adhesive is ≤ 80 microns thick.
- (iii) the glue has not seeped onto the outside of the mail piece, and must not produce protruding mounds on the mailpiece;
- (iv) the glue is not brittle, or designed to be easily broken;
- (v) the peak peel adhesion strength of the glue must be ≥ 0.4 N;

- (vi) the cure time for the glue must be sufficient to ensure that it has fully cured prior to posting; and
- (vii) each is flat and not curled when presented.

5.4 Mailing Items that are postcards that do not comply with the specification and requirements set out in section 5.1 must be sorted using a 1400 Sortation. Please Note: 70 Manual items are not applicable for use on the Partially Addressed Service. Any items that are sent on a 70 Manual Advertising Mail Service must meet the usual Advertising Mail requirements and will be billed as such.

5.5 Each Partially Addressed Mailing must contain a minimum of ten thousand Partially Addressed Mailing Items.

Fig 4 – Machineable Postcard Option 1 (Not to Scale)

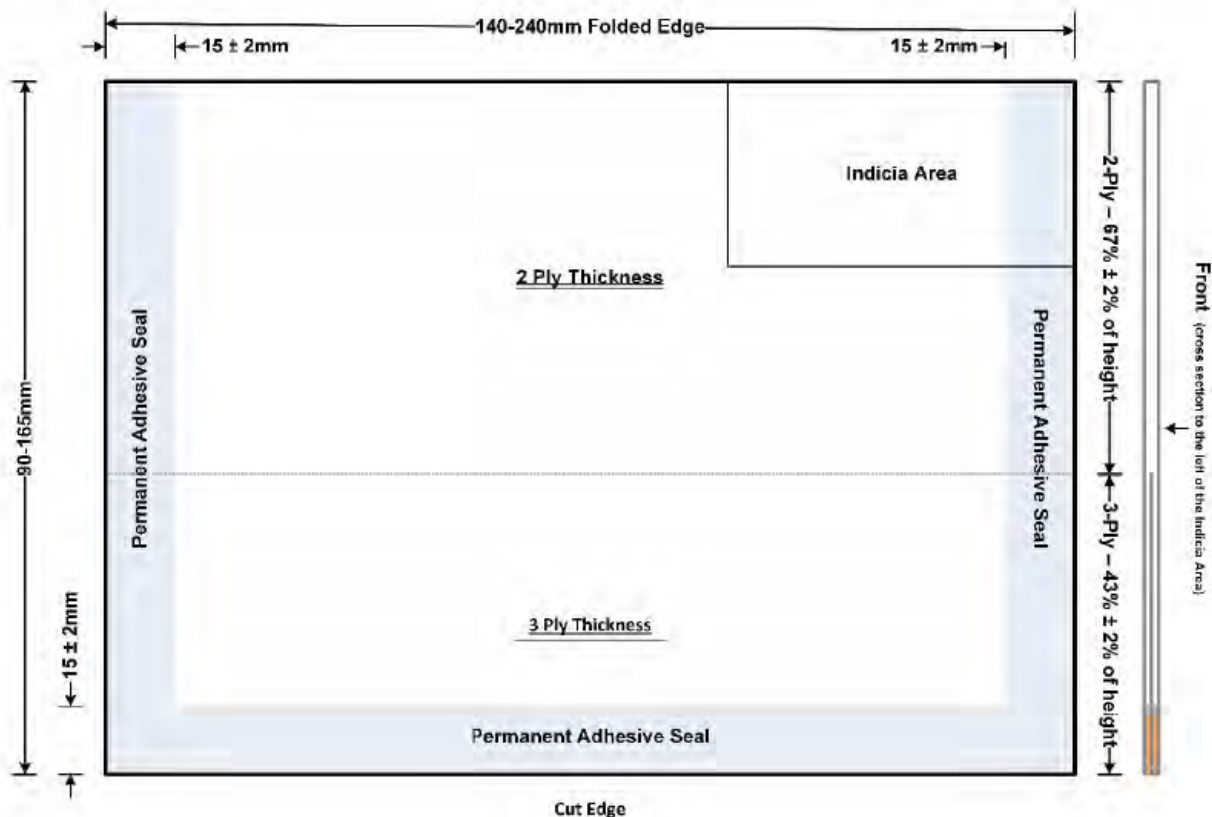
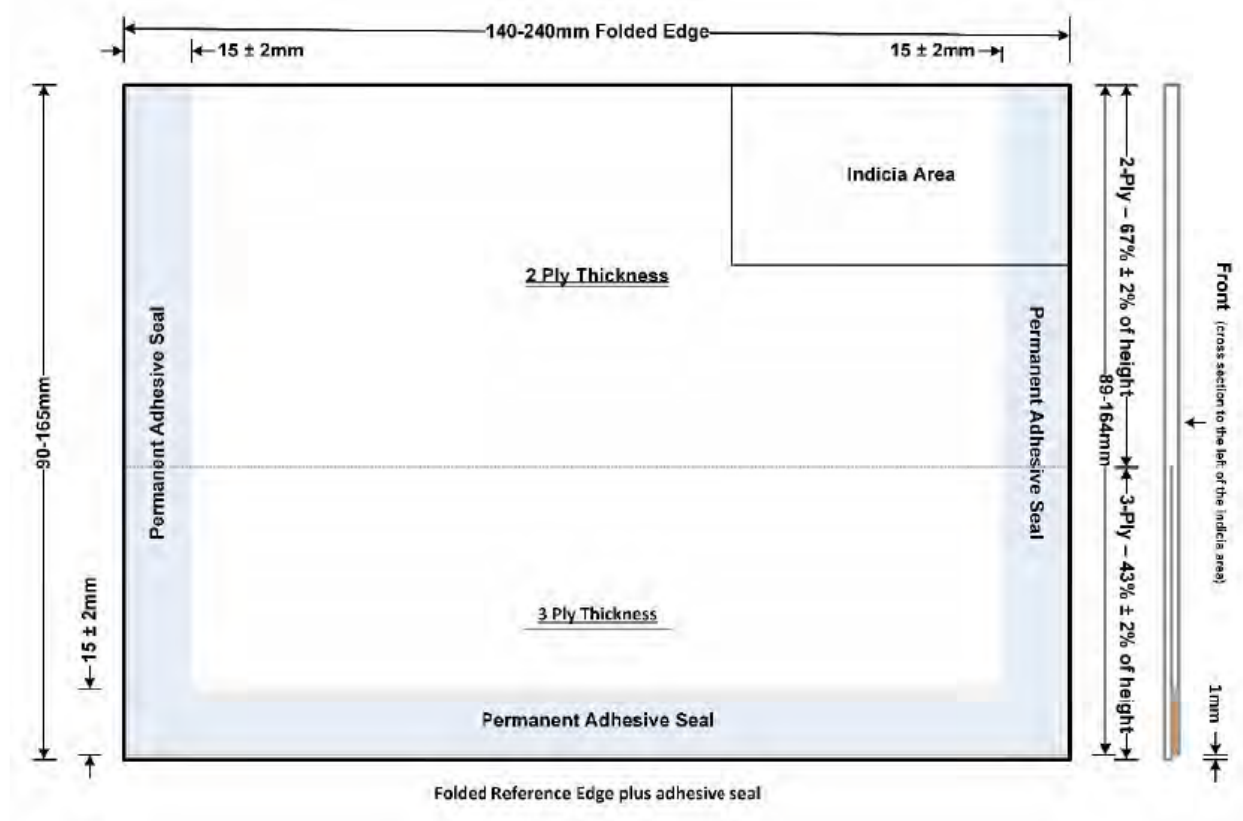


Fig 5 – Machineable Postcard Option 1 (Not to Scale)



6. SEEDS

6.1 You must send a Seed item as outlined in the 'Adding Seeds, UCIDs & Mailing References for Partially Addressed' document to the two addresses below. Please note these address' are not the same as the Advertising Mail Seed address'.

6.2 You must ensure you apply and print the applicable UCID (the UCID must pertain to the Originating customer) in the area outlined by the 'xxxxxx' below;

PA Team UCID xxxxxx
The Delivery Group
Unit 2, Catalina Approach
Warrington
WA5 3UY

RM Wholesale UCID xxxxxx
PO Box 75218
LONDON
E1W 9PZ