

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 participating in the Partially Addressed Trial via The Delivery Group (hereafter the term 'you' or 'your' in this document refers to this section 1.1).

1.2 The Trial will commence from the issue of these Requirements until end of October 2019 (last The Delivery Group Collection/Processing date TBC) or as updated by us via our usual notification terms.

1.3 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.

1.4 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.

2. DATA

2.1 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.

2.2 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).

2.3 As part of ensuring your compliance with the requirements set out in section 2.1, 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.

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

(a) do not contain any personally identifiable information;

(b) are not addressed to a named person; and

(c) carry a declaration on the envelope in accordance with the requirements set out in section 3 of this Schedule.

2.5 Subject always to the requirements of sections 2.1 to 2.4, 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".

3. PARTIALLY ADDRESSED DECLARATION

3.1 Each Mailing Item posted as Partially Addressed Mail must carry a "declaration" message that reads, "No personal data about recipients has been used in the creation of this mailing" (the Declaration).

3.2 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).

3.3 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

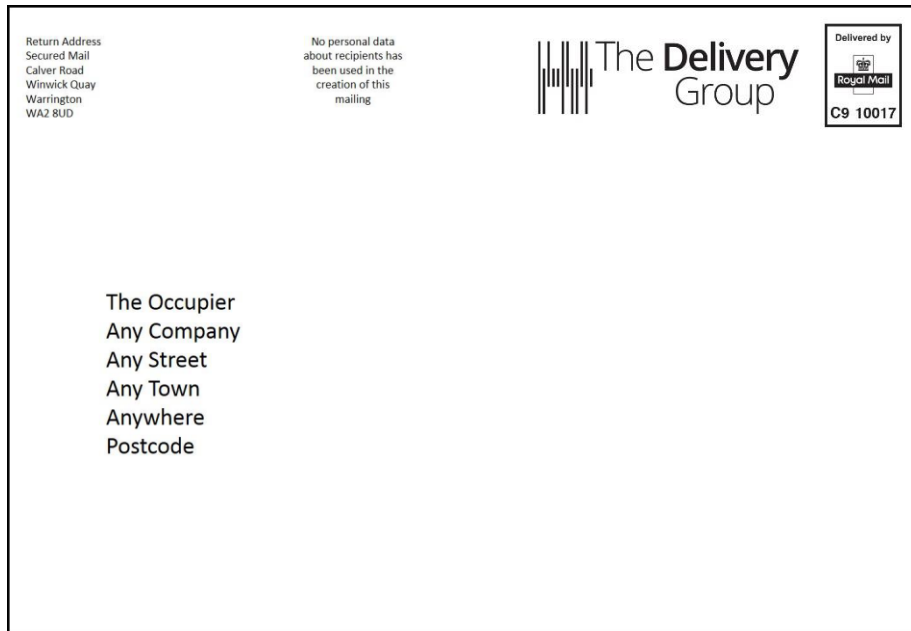


Fig 2: Mailing Item bearing Declaration but no return address on the front



(d) or, in the case of postcards, the Declaration may, as an alternative to (b) or (c) 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



4. PERMITTED SERVICES

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

(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 – 210mm x 150mm (a manufacturing tolerance of ± 2 mm is permitted)

(ii) Paper Weight – 120 - 150 gsm

(iii) Paper thickness – ≥ 0.18 mm

(iv) Finish – Matt or Silk

(v) the first fold creates an internal flap that is 66mm deep (a manufacturing tolerance of ± 2 mm is permitted), and the second fold forms another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge;

(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

(c) 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 mail piece;

(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

(d) each is flat and not curled when presented.

4.2 Mailing Items that are postcards that do not comply with the specification and requirements set out in section 4.1 must be sorted using a 1400 Sortation. Please Note: 70 Manual items are not applicable for use on the Partially Addressed Trial. 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.

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

5. SEEDS

5.1 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'.

5.2 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	RM Wholesale UCID XXXXXX
The Delivery Group	PO Box 75218
Calver Road	LONDON
Winwick Quay	E1W 9PZ
WA2 8UD	

6. THE DELIVERY GROUP DOCKET HUB (SMDH) UPLOAD

6.1 Full details of how to upload your files and print labels for Users of Labeller, Third Party Software & The Delivery Group Data Services will be released in due course, and no later than 18th January 2019. After this date you must ensure you use the new requirements that will be set out in this section 6. Until this date you must use the Interim Pre-Notification Process outlined below in section 7;

7. INTERIM PRE-NOTIFICATION PROCESS

7.1 An Interim Pre-Notification Process will commence from issue of these requirements until The Delivery Group Collection/Processing Date of 18th January 2019 or until The Delivery Group Docket Hub Upload Instructions have been published and introduced, whichever is earliest. During this period you must ensure this Interim Pre-Notification Process is followed in addition to the remainder of this document, with the exception of section 6, or you will not receive your Partially Addressed discount.

7.2 You must notify The Delivery Group at least 10 working days before your intended The Delivery Group Collection/Processing date of any intended Partially Addressed mailings, by emailing pa@thedeliverygroup.co.uk stating the below information in the table, available at www.thedeliverygroup.co.uk.

SMDH Client Account	SMDH Poster Account	SMDH Job Reference	Service	Weight	Items	Intended SMDH Collection / Processing Date
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7.3 You must ensure you upload the mailings on a 70 Mailmark Advertising Mail Service, unless your item is a Manual Postcard as outlined in section 4.2, in which case you must upload on a 1400 Manual Advertising Mail Service. You must state this applicably in the 'Service' column outlined above. Please Note: 70 Manual items are not applicable for use on the Partially Addressed trial and 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.

8. INTERIM BILLING SYSTEM

8.1 Mailings that are sent as Partially Addressed items up to and including an SM collection/processing date of 29th December 2018 will initially be billed at the Advertising Mail rate as outlined on your 2018 rate card applicably. You will then receive a credit by no later than end of February 2019, for any mailings sent as Partially Addressed items at a rate of 4p per Letter item and 2p per Large Letter item, providing you have followed the requirements outlined in this document in addition to the usual The Delivery Group requirements and T&C's.

8.2 You must pay the initial invoice at the Advertising Mail rates as outlined above to your standard payment terms. You will not receive your credit for the Partially Addressed discount until the original invoice has been paid at the Advertising Mail rates as outlined above.

8.3 Mailings that are sent as Partially Addressed items for an SM collection/processing date after 29th December 2018 will be billed at the Partially Addressed rate outlined on your 2019 rate cards any updates thereafter as advised by us, as per the usual billing process and T&C's.