

Move Update Mailer Advisement Policy

Effective November 23, 2008, the Postal Service revised the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding, return or are undeliverable-as-addressed by the periodic matching of a mailer's address records with customer-filed change-of-address orders. The final rule published in the September 28, 2007, Federal Register, included the following changes related to the Move Update standard:

First-Class Mail® Discount Price mailings

- Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.

Standard Mail® mailings

- Extend the Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables)
- Minimum frequency of Move Update processing is 95 days prior to the date of mailing.

The mailer's signature on postage statements submitted in hard copy or in electronic format, such as *PostalOne!* or Mail.dat, or its agent, certifies compliance with the standards. The Postal Service can request additional substantiation of compliance, as described below, and reserves the right to use audit or other procedures to ensure that mailers comply with the Move Update standards.

Postage statements have been revised to provide checkboxes for the mailer to indicate the specific method(s) used to update the addresses in a mailing. Mailers must use this section to record the Move Update method(s) used for the mailing. Acceptance employees will review postage statements for completion of the Move Update method checkbox and make inquiries of mailers who have not identified a Move Update method.

For First-Class Mailings, if the mailer is not able to confirm a Move Update method, the mailing will not be eligible at the First-Class Mail discount prices. The mailer will have the option to withdraw the mailing or to pay additional postage based on the First-Class single-piece price for every piece in the mailing.

For Standard Mail customers, the Postal Service has established a transition period, which will run to May 2009. During this time, customers who are not compliant must select a USPS-approved Move Update method and use it with future mailings. After the transition period, noncompliant Standard Mail mailings will be charged an additional 7 cents per piece for every piece in the mailing.

As current standards allow, mailers have the right to appeal a decision made to assess additional postage in accordance with the standards for reviewing such decisions.

The Postal Service is developing a verification process that will use live samples from the mailing. Initially, the Postal Service will share the results of the verifications and work with mail owners to improve mail addressing quality. Beginning May 2009, we will use this information to assess additional postage on noncompliant First-Class Mail and Standard Mail mailings.

The verification process will be used to evaluate the use of Move Update change-of-address information for discounted First-Class Mail and Standard Mail letter and flat mailings using the *PostalOne!* system. At business mail acceptance, a sample is selected from the mailing for processing on MERLIN. In addition to the current verifications performed, the MERLIN machine will capture barcode, name and address information into a data file that is electronically transmitted to the National Customer Support Center (NCSC). The NCSC processes the data file using NCOA^{Link®} and returns results to the *PostalOne!* system where it is presented in a Move Update report. This process is completed before the postage statement is finalized in the *PostalOne!* system so that the results of the report can be discussed with the mailer. Pieces with

addresses for which a change-of-address order is found are identified by a MERLIN mail piece ID and can be pulled from the MERLIN sample and provided to mailers. Move Update reports will be provided to the mailer whose mailings are processed on MERLIN at sites that are activated for the *PostalOne!* Move Update verification process.

Substantiation of Move Update Compliance

The following are suggestions on how mailers may substantiate the process used to update their addresses.

The PS Form 6014 may be retained on file by a service provider to identify the update method used by the mail owner. The mailing agent will be asked to assist with contact of a mail owner when a question is raised about the mail owner's compliance with the standard.

Ancillary Service Endorsement – Copies of mailpieces with an appropriate ancillary service endorsement shown. Maintain and provide copies of change-of-address notices received and demonstrate how new address updates are used to produce mailpieces reflecting the updated address.

Address Change Service (ACS) or OneCode ACS™ – Billing reports or invoices. Provide copies of pieces mailed and describe and demonstrate how new address updates received are used to produce mailpieces reflecting the updated address.

FASTforward® – MLOCR user confirms that *FASTforward®* is turned on and used for a particular client. Copies of mailpieces must have *FASTforward®* identifiers printed on the mailpiece. If mailer/client participates in *FASTforward®* Move Update Notification, mailer/client may provide description and demonstrate the process on how new address updates are used to produce mailpieces reflecting the updated address. If a service provider is not using *FASTforward®* to match and update a client's mail, then the service provider should obtain a PS Form 6014 from the client that indicates the method the client has used to satisfy the Move Update requirement. Note: *FASTforward®* users are only required to match addresses up to 13 months.

NCOA^{Link}® - Processing summary report and date addresses processed from NCOA^{Link} licensee. Mailer system output reports. Billing reports or invoices for NCOA^{Link} services. Describe and demonstrate how new address updates are used to produce mailpieces reflecting the updated address. Suggest using the NCOA^{Link} Processing Acknowledgement Form.

Alternative method (legal restrictions or 99% certified) – Letter of approval from National Customer Support Center.

Directly acquired addresses – A grace period of 95 days is allowed for use of addresses directly acquired from the customer. Retain records that show date the address was acquired or other documentation to demonstrate how addresses are received from customers and used for mailing purposes.

Additional documentation may be requested to demonstrate that the method used was used within the appropriate timeframes and on the specific mailing in question.

Note: Addresses using an alternative address format (occupant - addressed to occupant only, simplified addresses or exceptional - addresses using 'or current resident') are exempt from the Move Update requirement.