

# Completing a NCOA<sup>Link</sup>® Processing Acknowledgement Form

## What is a Processing Acknowledgement Form?

A Processing Acknowledgement Form is a USPS® document that collects information required by the Privacy Act of 1974.

## Why does the United States Postal Service® require a Processing Acknowledgement Form?

Due to the Privacy Act of 1974, the USPS is required by law, to collect the information on the Processing Acknowledgement Form. When information provided through the NCOA<sup>Link</sup> Service is released, the USPS must maintain records of all to whom the information was disclosed.

The Postal Service™ requires that each NCOA<sup>Link</sup> Licensee collect a completed NCOA<sup>Link</sup> Processing Acknowledgement Form from each customer prior to providing the NCOA<sup>Link</sup> service.

## How often does a Processing Acknowledgement Form have to be completed?

Prior to any NCOA<sup>Link</sup> processing, and once annually thereafter, a completed and signed NCOA<sup>Link</sup> Processing Acknowledgement Form is required from each list owner.

## Can I send a faxed copy of the Processing Acknowledgement Form?

A faxed Processing Acknowledgement Form is acceptable.

## Who must complete the Processing Acknowledgement Form?

The form must be completed and signed by the owner of the list being processed.

Brokers, Agents and List Administrators are also required to provide information about themselves.

Service requests submitted on behalf of a list owner by third parties must be fully disclosed. All Brokers, Agents, or List Administrators the list passes through must sign a Processing Acknowledgement Form for that list.

Under no circumstances shall a third party Broker, Agent, or List Administrator be considered the list owner nor have the authority to sign on behalf of the list owner.

The USPS must effectively track all entities that will have access to the new addresses provided by NCOA<sup>Link</sup>. No matter how many entities touch the list, each must sign a Processing Acknowledgement Form.

### List Owner

- The company that owns the names and addresses to be processed.
- Any entity renting a list is considered the owner of the list.
- Any person who sets up a trade with other businesses or organizations to use their list is considered the list owner.

### Broker / Agent

- The company that submits the list for processing, on behalf of the list owner.
- An ad agency, marketing agency, lettershop, printer, or other service bureau.

The broker / agent typically provide the updated data back to the list owner.

### List Administrator

- The company that maintains the list owner's database.
- List management companies.

The list administrator uses the output from NCOA<sup>Link</sup> to update their database, but does not forward the updated data to the list owner.

## How to complete a Processing Acknowledgement Form

Complete all information in the appropriate section of the Processing Acknowledgement Form.

### List Owner Section

The list owner must complete this section. There are no longer exceptions to this rule.

### Licensee Section

The NCOA<sup>Link</sup> Licensee will complete this section of the form. **Do not write in this section.**

### Broker/Agent, List Administrator Section

All parties who handle the list in the course of submitting lists for NCOA<sup>Link</sup> processing must complete this portion of the form.

## Helpful information

*E-mail address* – Required if available.

*NAICS* – The North American Industry Classification System, which replaced the Standard Industry Code, is used to classify industries. If you need assistance in finding your code, go to the following link: <http://www.census.gov/epcd/naics02/>

*Parent Company Name* – Complete if applicable.

*Marketing or "DBA" Company Name or Primary Affiliate Company Name* – Complete if applicable.

*Name* – Company representative who has the authority to sign this document.

## List of common NAICS codes

### List Owners

541810 Advertising Agencies  
713990 All Other Amusement and Recreation Industries  
561499 All Other Business Support Services  
541990 All Other Professional, Scientific, and Technical Services  
511199 All Other Publishers  
561990 All Other Support Services  
453920 Art Dealers  
511130 Book Publishers  
813910 Business Associations  
721120 Casino Hotels  
813410 Civic and Social Organizations  
561440 Collection Agencies  
611310 Colleges, Universities, and Professional Schools  
323110 Commercial Lithographic Printing  
518210 Data Processing, Hosting, and Related Services  
541860 Direct Mail Advertising  
511140 Directory and Mailing List Publishers  
611110 Elementary and Secondary Schools  
622110 General Medical and Surgical Hospitals  
453220 Gift, Novelty, and Souvenir Stores  
524210 Insurance Agencies and Brokerages  
448310 Jewelry Stores  
921120 Legislative Bodies  
454113 Mail-Order Houses  
541613 Marketing Consulting Services  
541910 Marketing Research and Public Opinion Polling  
712110 Museums  
711130 Musical Groups and Artists  
441110 New Car Dealers  
511110 Newspaper Publishers  
541110 Offices of Lawyers  
621111 Offices of Physicians (except Mental Health Specialists)  
323119 Other Commercial Printing  
624190 Other Individual and Family Services  
813319 Other Social Advocacy Organizations  
511120 Periodical Publishers  
813940 Political Organizations  
813920 Professional Organizations  
711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities  
711320 Promoters of Performing Arts, Sports, and Similar Events without Facilities  
515111 Radio Networks  
515112 Radio Stations  
813110 Religious Organizations  
541710 Research and Development in the Physical, Engineering, and Life Sciences  
541720 Research and Development in the Social Sciences and Humanities  
624120 Services for the Elderly and Persons with Disabilities  
448210 Shoe Stores  
511210 Software Publishers  
451110 Sporting Goods Stores  
711110 Theater Companies and Dinner Theaters

### Brokers / List Administrators

541611 Administrative Management and General Management Consulting Services  
541810 Advertising Agencies  
541870 Advertising Material Distribution Services  
561499 All Other Business Support Services  
561990 All Other Support Services  
511130 Book Publishers  
323112 Commercial Flexographic Printing  
323110 Commercial Lithographic Printing  
541512 Computer Systems Design Services  
332115 Crown and Closure Manufacturing  
541511 Custom Computer Programming Services  
518210 Data Processing, Hosting, and Related Services  
323115 Digital Printing  
541860 Direct Mail Advertising  
511140 Directory and Mailing List Publishers  
541430 Graphic Design Services  
454113 Mail-Order Houses  
541613 Marketing Consulting Services  
541910 Marketing Research and Public Opinion Polling  
511110 Newspaper Publishers  
541219 Other Accounting Services  
561439 Other Business Service Centers (including Copy Shops)  
323119 Other Commercial Printing  
541519 Other Computer Related Services  
511120 Periodical Publishers  
323122 Prepress Services  
541614 Process, Physical Distribution, and Logistics Consulting Services  
541820 Public Relations Agencies  
323114 Quick Printing  
511210 Software Publishers  
624310 Vocational Rehabilitation Services  
517110 Wired Telecommunications Carriers



# NCOA<sup>Link</sup>® PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgement Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA<sup>Link</sup> Licensee have a completed NCOA<sup>Link</sup> PAF for each of their NCOA<sup>Link</sup> customers prior to providing the NCOA<sup>Link</sup> service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed original or a photocopy or facsimile representation of the original document.

## LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City

State

ZIP+4

Telephone Number

E-mail Address

NAICS

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA<sup>Link</sup> Information Package supplied to me by **Lorton Data Inc**, an NCOA<sup>Link</sup> Full Service Provider Licensee. I also understand that the sole purpose of the NCOA<sup>Link</sup> service is to provide a mailing list correction service for lists that will be used for preparation of mailings. Furthermore, I understand that NCOA<sup>Link</sup> may not be used to create or maintain new movers lists.

## LICENSEE

**Lorton Data Inc**

Business Name (Please print)

**Joshua C Evans**

Name (Please print)

**NCOA<sup>Link</sup> Product Manager**

Title

Signature

Date

**612-362-0290**

Telephone Number

**612-362-0299**

Fax Number

**BROKER/AGENT**  **LIST ADMINISTRATOR** (Check applicable box)

**Southern Post**

Business Name (Please print)

**1500 Elm Hill Pk**

Address

**Nashville, TN 37210**

City/State/ZIP+4

**Crystal Hart**

Name (Please print)

**Mgr**

Title

Signature

Date

**615-360-9310**

Telephone Number

**crystal@southernpost.com**

E-mail Address

**541860**

NAICS

**For Licensee Use Only**

Int ID:

PAF ID:

Broker/Agent ID:

List Administrator ID: