

Processing Acknowledgement Forms (PAF)



PRINT, MARKETING, & MAIL SOLUTIONS

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What is a Processing Acknowledgement Form (PAF)?

The PAF is a form that identifies those mailers to whom USPS has disclosed change-of-address information via the use of NCOALink[®] processing. It ensures mailers acknowledge that change-of-address data is restricted and cannot be used for reasons that abuse the intended use of the product.

Why does the United States Postal Service require a PAF?

NCOALink[®] Service Provider Licensees are required by their agreement with the USPS to acquire a PAF for each List Owner. The PAF enables the USPS and mailers to comply with the Privacy Act of 1974 by way of a written request to use change-of-address information for mailing purposes.

How often does a PAF have to be completed?

Prior to any NCOALink[®] processing, and once annually thereafter, a completed and signed NCOALink[®] PAF is required from each List Owner.

Who must complete the PAF?

The form must be completed and signed by the owner of the list being processed. All Brokers, Agents, or List Administrators the list passes through must also sign a PAF for that list.

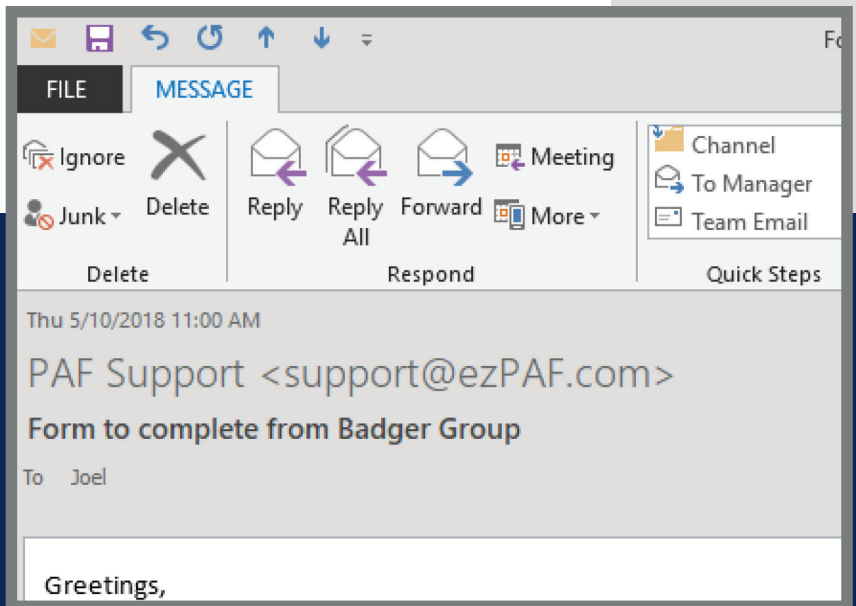
NCOALink[®] processing requests submitted on behalf of a List Owner by third parties must be fully disclosed. Under no circumstances shall a third party Broker, Agent, or List Administrator be considered the List Owner nor have the authority to sign on behalf of the List Owner. The USPS must effectively track all entities that will have access to the new addresses provided by the NCOALink service. No matter how many entities touch the list, each must sign a PAF.

PAF Non-compliance?

The USPS regularly audits NCOALink[®] licensees for PAF compliance. The responsibility to collect and manage PAFs is the responsibility of the licensee. Penalties for non-compliance can be severe.

PAF PROCESS

1. The Badger Group completes a PAF at www.ezpaf.com.
2. An email requesting your signature is sent from support@ezpaf.com to the individual designated on the PAF. **The email will have the subject: "Form to complete from Badger Group"**
3. Click the link in the email and it will take you to EZPAF to sign the document.
4. Review all of your company's contact information for accuracy. Make any corrections if necessary and then click "Submit."



5. You will be brought to a page to sign, date and submit the document. Once done, click "Confirm signature."
6. The PAF is filed electronically and NCOALink[®] can be now processed for you.