



9 June 2017

Royal Mail Wholesale

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Setting up Mailmark participants and SCIDs correctly

Dear customer,

I am writing to you to highlight an important part of the Mailmark specification which is not always being adhered to by customers. I am hoping that you will be willing to check compliance within your company and help us get things back on track and that the changes we have made will help you achieve this.

A Mailmark supply chain ID (SCID) is made up of four participants, one of which is the Mail Originator. We define the Mail Originator as the participant on whose behalf the items are being produced. The incentive programme has highlighted the fact that SCIDs are not always being set-up as per the Mailmark terms; specifically we have SCIDs where the Mail Producer is incorrectly identified as Mail Originator. We started discussing this issue with customers in the autumn 2016 and in many cases together we have been able to fix the issue. I set out below why setting up SCIDs correctly is important and detail the changes we made to the SCID set-up process to make this easier for everyone.

Why identifying the correct Mail Originator is important

Mailmark enables us to transform the way we manage incentive programmes which enables you and your customers to take advantage of the many incentives we introduced. It enables us to process applications and apply your customers' credits accurately, quickly and much more efficiently. We can approve applications in hours rather than days and industry suppliers need not spend time chasing data. We can only do this if the company for whom mail is being prepared is correctly set-up as the Mail Originator. The incentive programme is increasingly popular: we have accepted 47 applications, have an equivalent number pending, and more requests coming in regularly.

Using the SCID participant structure in accordance with the User Guide and the Mailmark terms also ensures that adjustment charges can be allocated by you precisely and accurately to the appropriate participant.

If Mailmark is used correctly it can transform the way end customers view mail as it starts to provide the same transparency that other media channels offer. End customers can: see where mail is and when it's going out for delivery; flex resource in the contact teams based on when the mail will land; see the status of their mail and the quality of their address data. This adds value to mail and thus may encourage customers to continue to use mail benefitting us all.

For the avoidance of doubt Royal Mail does not store names and addresses of individuals and is totally compliant with the Data Protection Act.

What needs to change

We simply ask all customers to adhere to the Mailmark participant structure as defined in the Mailmark Schedule and Participant T & Cs which you have entered in to whereby:

Mail Originator - The Participant on whose behalf the Mailmark barcode mail is being produced and delivered.

Mail Producer - The Participant that produces (including printing and enclosing) the Mailmark barcode mail (and in most cases, the Mail Producer is responsible for accurately declaring and submitting the item eManifest per SCID posting);

Carrier - The Participant responsible for carrying Mailmark items for handover to Royal Mail.

Bill Payer - The Participant responsible for paying Royal Mail for the Mailmark mailings.

We have listened to your comments and have made it easier to set-up SCIDs correctly

Following conversations with carriers and mail producers we have made changes to make it easier to set-up SCIDs correctly:

- Participant terms and conditions: we no longer require customers to sign the Mailmark Participant T&Cs. We will simply send these out once a customer is set-up with a covering email explaining what they are and their relevance.
- We have allocated dedicated resources within DSACC to process all new Supply Chain requests quickly.
- We recognise that very small printers/producers do not have the capability to manage SCIDs and, taking a purely pragmatic approach, we have introduced an exemption policy for SCID set up for small mail producers. We believe Mailmark should be readily accessible to all and whilst the majority of mail producers work to ISO standards and have robust processes in place to readily assign SCIDs correctly, we understand it builds unnecessary complexity, risk and cost for very small mail producers.

SCID set-up exemption policy

Mail producers that produce less than 3m items per year can appear both as the Mail Originator and Mail Producer participants in a SCID. If volumes exceed 3m, we will inform customers that the Mail Producers need to set up SCIDs to include each Mail Originator.

Your Access Account Director will be able to work with you in such cases to ensure the set-up is done correctly and easily.

Next steps

From the date of this letter, we will no longer set-up SCIDs where the Mail Originator is not correct. We will continue to work with customers to fix incorrect SCIDs and we are aiming to have the SCIDs that have been set-up incorrectly fixed by **30 November 2017**. We appreciate your support to help us achieve this. As of **April 2018** customers will no longer be able to post against incorrectly set-up SCIDs.

Please note these changes do not impact your rights or obligations under your contract with us.

Yours sincerely,



Luisa Fulci
Regulated Products Director
Consumer and Network Access