

## **Default Postcodes for Mailmark: FAQs**

### **Q. Why is Royal Mail introducing a Default Postcode option**

A. The Default Postcode option will allow customers to benefit from lower Mailmark postage rates where the postcode data cannot be captured and added to the barcode but the mailing item would otherwise meet the Mailmark specification.

### **Q. In what circumstances would a customer use a Default Postcode**

A. Potential use cases include mailings that don't have a separate electronic mail file or mailings that include files that cannot be matched to PAF

### **Q. If I use the Default Postcode what Delivery Point Suffix (DPS) should I use**

A. The Default 9Z delivery suffix should be used when using the Default Postcode

### **Q. If I use the Default Postcode what should I put in the address field of the eManifest?**

A. When using the Default Postcode you should add XY99 1AA into the address field of the eManifest

### **Q. How do charges for Default Postcode work?**

A. For each mailing, Royal Mail checks that each item includes an accurate postcode in the barcode and eManifest. Royal Mail operates a 10% tolerance for postcode accuracy, meaning no charges will be raised for the first 10% of mailing items that don't include an accurate postcode.

The use of blank spaces in the barcode, an incorrect geographic postcode, an XY99 1AA Default Postcode and/ or any other characters used that don't correctly match to the PAF postcode will all count towards the 10% tolerance.

If more than 10% of items don't include an accurate postcode Royal Mail may raise a charge as follows:

- Where XY99 1AA is used = Default Postcode supplementary service charge
- Where postcode is or blank spaces used – Postcode Accuracy adjustment charge

### **Q. Why is the Default Postcode charge lower than the Inaccurate Postcode charge**

A. Royal Mail incur more cost when a valid incorrect postcode or blank spaces are included in the barcode because there is a risk that items will be missorted. The Default Postcode has a lower charge because Royal Mail has trained its sorting machines to recognise and ignore the Default Postcode. Royal Mail machines will sort Default Postcode items using the results from its own machine read of the item address. We charge customers for using Default Postcodes to recognise that reliance on machine reads is less optimal than having a barcode with an accurate geographic postcode.

### **Q. Will Vat be applied to my charge when I use the Default Postcode?**

A. Royal Mail will apply VAT to the Default Postcode charge. The VAT status of the Mailmark service remains unchanged.

### **Q. What happens if my mailing includes a combination of some items that use the Default Postcode and some items that use the declared postcode on the item?**

A. It is okay to combine items with an accurate postcode and those with a default postcode within the same mailing. For all items that have an accurately declared postcode in the barcode you must upload those items with the correct postcode in the eManifest. For items that use the Default Postcode you must upload those items with the Default Postcode in the eManifest.

**Q. Where will I see Default Postcode in my Mailmark reports?**

A. The Default Postcode items will show in your detailed Mailmark Direct Data reports. The Default Postcode item totals that have been declared and seen will be added to the totals of both the Mailmark Direct Data Summary reports and the PDF reports.