



19 September 2019

Royal Mail Wholesale

4th Floor
185 Farringdon Road
London
EC1A 1AA

Roll Out of the Royal Mail Partially Addressed Mail™ Service

Dear Customer,

I am pleased to announce the permanent roll out of our Partially Addressed Mail™ service from 1 April 2020.

Partially Addressed Mail was developed for advertisers prospecting for new customers. Instead of addressing a mailing item to an individual, the item is addressed to the household using geo-demographics at postcode level (c.15 households), enabling customer acquisition without the use of personal data.

Since the launch of the trial in November 2018 we have seen encouraging growth in the use of Partially Addressed Mail, with many customers enjoying a strong ROI for their marketing investment. Customers have also told us that full productisation of the service would provide greater confidence in the market and ensure that it was considered when brands are developing their 2020 marketing plans.

Furthermore I am pleased to confirm that the price differential applied to the trial, of up to 4p per item discount off Advertising Mail rates, will continue to apply to the rolled out service.

I trust that this announcement is helpful to our customers in planning their acquisition campaigns

Changes to the Access Letters Contract and User Guide

To effect the permanent roll out of the Partially Addressed Mail service from 1 April 2020, we are introducing to the Access Letters Contract a new optional Schedule 28: Partially Addressed Mail, as well as making changes to the Access User Guide. The appended contract change notice (053) and User Guide amendment notice (054) detail changes to the Access Letters Contract.

Customers who are currently participating in the trial and wish to make it a permanent change to their Contract may continue on the trial until 1 April 2020, when Schedule 28: Partially Addressed Mail becomes active. Please contact your Account Director if you would like to add Schedule 28 to your Contract, or if you are not currently participating in the trial, and you wish to do so before 1 April 2020,

To find out more about the service please visit www.royalmailwholesale.com/partially-addressed-mail-service-trial.

Yours sincerely,

Tim Cable
Wholesale Products Director
Royal Mail Letters

ACCESS LETTERS CONTRACT CHANGE NOTICE: NUMBER 053

Date: 19 September 2019

This notice applies if you hold an **Access Letters Contract (Contract)** with **Royal Mail Group Limited**, a company registered in England and Wales (number 04138203) with its registered address at 100 Victoria Embankment, London, EC4Y 0HQ.

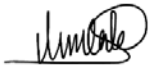
1 Definitions and interpretation

- 1.1 If a word or expression is defined in this notice, it shall have the meaning given in this notice.
- 1.2 Any words or expressions which are not defined in this notice, but have an initial capital letter, shall have the meanings given to them in the Contract.
- 1.3 All of the rules about how to interpret the Contract shall apply to this notice.

2 Changes to the Contract

- 2.1 Under Clause 13.2.1(a) of the General Access Terms and Conditions, we hereby notify you of the addition of Schedule 28: Partially Addressed Mail to the to the Contract.
- 2.2 Schedule 28: Partially Addressed Mail is published at www.royalmailwholesale.com.
- 2.3 The changes detailed in paragraphs 2.1 and 2.2 will take effect from 1 April 2020.

Yours sincerely,



Tim Cable
Wholesale Products Director
Royal Mail Letters

ACCESS USER GUIDE AMENDMENT NOTICE NUMBER 054: PARTIALLY ADDRESSED MAIL

Date: 19 September 2019

We notify you under clause 13.3.1 of the Access Letters Contract that we are changing the Access Letters User Guide to introduce the specification for the Partially Addressed Mail service with effect from 1 April 2020. We are making the following changes per the red text:

1. Insert the following wording at Section 1:

Royal Mail Partially Addressed Mail

Provided you have signed an appropriate Contract, you may use these Services to take advantage of additional price savings, provided your Mailing Items meet the Partially Addressed Mail specifications as set out in Appendix Q.

2. Amend Figure 1 in Section 2.2: Access Services:

Format	Letters		Large Letters		Mail Sortation Required	Minimum Address and Postcode Accuracy Required
	0-100g	0-100g	101-250g	251-750g		
Weight Band						
Service						
Access 1400	<input type="checkbox"/>		<input type="checkbox"/>		c.1529	90%
Access 70	<input type="checkbox"/>		<input type="checkbox"/>		c.86	90%
Access 70 OCR	<input type="checkbox"/>		<input type="checkbox"/>		c.86	90%
Access 70 Mailmark	<input type="checkbox"/>		<input type="checkbox"/>		c.86	90%
Responsible Mail (Entry)	<input type="checkbox"/>		<input type="checkbox"/>		sortation to any of the above services***	90%
Responsible Mail (Intermediate)	<input type="checkbox"/>		<input type="checkbox"/>			95%
Advertising Mail*	<input type="checkbox"/>		<input type="checkbox"/>			90%
Partially Addressed Mail	<input type="checkbox"/>		<input type="checkbox"/>			
Business Mail			<input type="checkbox"/>			90%
Magazine Subscription Mail			<input type="checkbox"/>		c.86	90%
Poll Sort	<input type="checkbox"/>				c.70,000	100%
General Large Letters**			<input type="checkbox"/>		c.1529 or c.86	90%
<p>* Mailing Items posted as Catalogues under the Advertising Mail Service must follow the service specification at Section 2.8, Appendix N and Schedule 6: Royal Mail Advertising Mail® of the Access Letters Contract.</p> <p>** General Large Letters is the default Large Letter service used when none of the other Large Letter services have been chosen.</p> <p>*** To post Partially Addressed Mail you must use Royal Mail Mailmark®, unless your Mailing Items are postcards, in which case you must sort to Access 1400.</p>						

3. Amend Section 6.10: Presentation of Responsible Mail™, Advertising Mail™ and Partially Addressed Mail Mailing Items

In addition to the Responsible Mail, Advertising Mail and Partially Addressed Mail requirements as detailed in the respective Responsible Mail, Advertising Mail and Partially Addressed Mail Schedules, the following presentational requirements also apply:

- each Container you use to hand over Mailing Items to us under the Contract must contain only Responsible Mail Entry Level, only Responsible Mail Intermediate Level, (i.e. the levels must not be mixed), only Advertising Mail or only Partially Addressed Mail; and
- each Container containing exclusively Responsible Mail, Advertising Mail or Partially Addressed Mail that is presented by you must be labelled by you using the labels we provide which clearly indicate that the contents are Responsible Mail Entry Level, Responsible Mail Intermediate Level, Advertising Mail or Partially Addressed Mail. Please see [Section 7](#) for more information on labelling requirements.

General information:

We want to provide you with the best possible service when using Advertising Mail and/or Partially Addressed Mail, so mailings are received by customers in great condition. However, mail is a physical medium and occasionally indentations or marking of mail may occur as it passes through machinery. This applies particularly with Unwrapped mail (i.e. of Postcard type design) that has been produced through digital print technology. To minimise issues we recommend that digitally printed mail items are wrapped, or an ultra violet (UV) or water based gloss coating applied to the non-address side of the finished piece. These coatings enhance wear resistance. Mail produced on lithograph presses is less susceptible to this type of marking.

6.10.1 Seed/sample Mailing Items

For each Responsible Mail, Advertising Mail or Partially Addressed Mail Posting you must provide us with a sample of the Mailing Item to be used prior to posting or include us as a seed in the Posting to verify it meets the Responsible Mail, Advertising Mail or Partially Addressed Mail specification. The Seed/Sample must be an exact reproduction of the Mailing Items to be posted in terms of both envelopes used and contents enclosed and must include the information detailed in the separate Responsible Mail, Advertising Mail or Partially Addressed Mail Schedules.

The Sample/Seed must be sent to the following address:

RM Sample
Royal Mail Wholesale *[immediately followed by the relevant UCID number, e.g. 12345 and the Mail Reference]*
PO Box 72662
London
E1W 9LD

If you are posting Partially Addressed Mail, you may choose to send your Seed/Sample electronically by emailing it to dsacc@royalmail.com (or such other address as we may notify you of from time to time). Please refer to Appendix Q for guidance on what information you must provide if sending the Seed/Sample to us electronically.

You must also provide us with a current UCID list that details the originating posting Customer name/trading name for all Responsible Mail, Advertising Mail or Partially Addressed Mail Postings. You must maintain this list, adding each new UCID that is introduced, and informing us of all updates at the time the new UCID is posted. You must also print (i) the relevant UCID; and(ii) unless the Data Opt Out has been exercised, the Mail Reference clearly on the Sample/Seed. The Data Opt Out, and our responsibilities in relation to the Data Opt Out, are explained further in the separate Advertising Mail, Responsible Mail and Partially Addressed Mail Schedules.

We will only use the details of the UCID and (where applicable) the Mail Reference for the sole purposes of (i) checking that each Responsible Mail, Advertising Mail or Partially Addressed Mail Posting meets the Responsible Mail, Advertising Mail or Partially Addressed specification; and (ii) for the purposes given in the separate Responsible Mail, Advertising Mail and Partially Addressed Schedules. For full

details on the compliance checks made, please refer to the ‘Advertising Mail and Responsible Mail seed checks – customer guidelines’ at www.royalmailwholesale.com

6.10.2 Data Opt Out

If you, or the Customer Entity or Originating Posting Customer, as the case may be, wishes to exercise the Data Opt Out as described further in the separate Advertising Mail, Responsible Mail and Partially Addressed Mail Schedules, you must populate the following data entry fields:

- for the applicable Advertising Mail, Partially Addressed Mail or Responsible Mail Posting posted as Mailmark, denote the number “1” within spare field 1 (named “JIC Opt out”) of the eManifest; and/or
- for the applicable Advertising Mail, Partially Addressed Mail or Responsible Mail Posting declared on the Posting Docket, denote the words “OUT” within the “mailing ref” field of the Posting Docket.

4. Amend Section 7.3: Royal Mail defined information field at paragraph 5:

Service	Abbreviation
Advertising Mail	ADVM
Responsible Mail Entry level; or,	Resp E
Responsible Mail Intermediate level; or,	Resp I
Business Mail Large Letter.	BMLL
Magazine Subscription Mail	Mag Sub
Partially Addressed Mail	PARTIAL

5. Amend Section 15.6.20 to read as follows:

<p>Advertising Mail / Business Mail/ Partially Addressed Mail/ Magazine Subscription Mail Mailing Items do not meet the declared specification (including provision of samples and seeds)</p>	<p>If a Posting(s) or relevant segment of the Posting(s) fails to meet the Advertising Mail / Business Mail / Partially Addressed Mail/ Magazine Subscription Mail specification we may reject the Posting(s) or relevant segment of the Posting(s). Either:</p> <p>you must collect the Posting(s) or relevant segment of the Posting(s) and we may levy a Surcharge to cover the reasonable costs of handling;</p> <p>Or</p> <p>if we agree that it is reasonably practicable for us to do so, we will process the Posting(s) or relevant segment of the Posting(s). In this case we will amend the Posting Docket and the Posting(s) or relevant segment of the Posting(s) will be charged at the Postage for the Access Service that the Mailing Items do meet. Where we have statistically significant evidence that the error declared on the Manifest represents an error across all relevant segments, then we may revert the Mailing Items to the correct Postage by amending the Posting(s) based upon the statistically significant evidence.</p> <p>In either case we may levy a Surcharge to cover the reasonable costs of amending such Posting(s)</p> <p>In the case of failing to provide samples or seeds as specified in the relevant Advertising Mail Schedule or Partially Addressed Schedule, Paragraph 9.6 of those Schedules shall apply respectively.</p>
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6. Amend Appendix E: Unwrapped Specification at paragraph 1

1. Introduction

It is possible for us sometimes to accept Mailing Items (including when used in conjunction with Responsible Mail, Advertising Mail and **Partially Addressed Mail**) without wrapping or envelopes.

7. Amend Appendix M: Royal Mail Mailmark at paragraph 2

2. Services and formats available with the Mailmark option

The Mailmark option can be used with the following sortation, formats and service options provided that the mailing Items meet the machine-readable requirements set out in this appendix:

Sortation level:	Access 70
Format:	Letter; Large Letter.
Additional options:	Advertising Mail; Responsible Mail Entry; Responsible Mail Intermediate; Business Mail Large Letter; Magazine Subscription Mail; Partially Addressed Mail.

8. Insert Appendix Q: Partially Addressed Mail specification:

Introduction

This specification contains the requirements that must be adhered to by customers when posting Partially Addressed Mail (as defined in Schedule 28: Partially Addressed Mail).

Eligibility

To post Partially Addressed Mail you must adhere to the specification requirements specified in Schedule 28: Partially Addressed Mail).

Partially Addressed Declaration

You may opt to include, and we highly recommend that you include, the “declaration” message on each Mailing Item that reads, “No personal data about recipients has been used in the creation of this mailing” (the “**Declaration**”).

If you do elect to include the Declaration, it must be positioned either:

- in any location on the first page of the inner mailpiece or insert (where applicable);
- in any location on the back face of the Mailing Items; or,
- on the front face of the Mailing Items (being the face of the Mailing Item with the address).

If the address is to be placed on the front face of the Mailing Item, the Declaration must also:

- not be positioned in Mailing Item clear zones, as specified in this User Guide;
- be printed using black Arial 10pt bold font with normal line spacing (or white text where a dark envelope is used) and be centre justified;
- where a Return Address is also included on the front of the Mailing Item, be placed in the location shown in Figure 1 below, or, where a Return Address is not included on the front of the Mailing Item, be placed in the location shown in Figure 2 below:

Fig 1: Mailing Item bearing Declaration and return address on the front

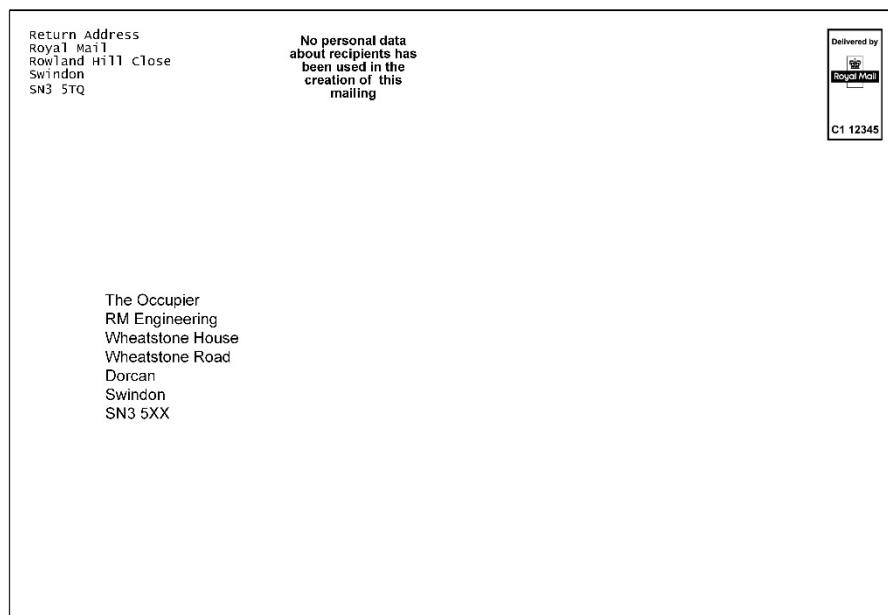
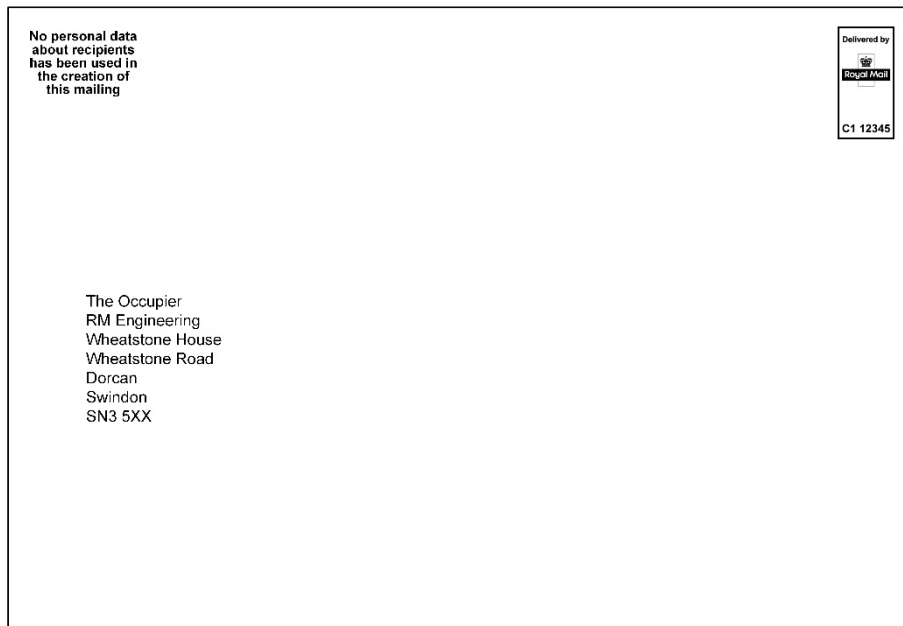
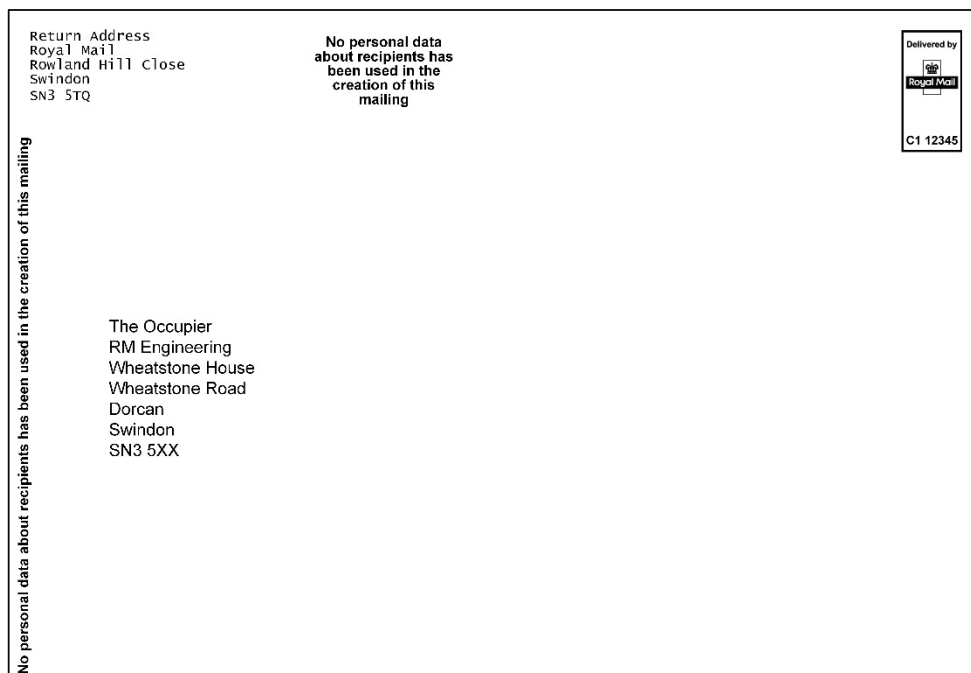


Fig 2: Mailing Item bearing Declaration but no return address on the front



- or, in the case of postcards, the Declaration may, as an alternative to Figure 1 or Figure 2 or (c) above, be printed in a linear format, in any readable font, on the vertical left edge of the Mailing Items. Figure 3 below illustrates the two alternatives for the position of the Declaration for postcards:

Fig 3: For postcards only, the Declaration location can be placed in either of the positions shown



Seeds/samples

If you are sending us a seed/sample by post, you must send it to:

PO Box 75218
LONDON
E1W 9PZ

Alternatively you may send a seed/sample to us in electronic format by submitting a PDF by email to dsacc@royalmail.com (or such other address as we may notify you of from time to time).

If you are sending us a seed/sample in PDF format by email, you must send us the following information:

1. email title: Partially Addressed Mail Sample for [customer name];
2. pdf attachment(s) to include front and back of outer and all inner content;
3. Date of posting;
4. UCID number;
5. SCID number; and
6. eManifest ID.

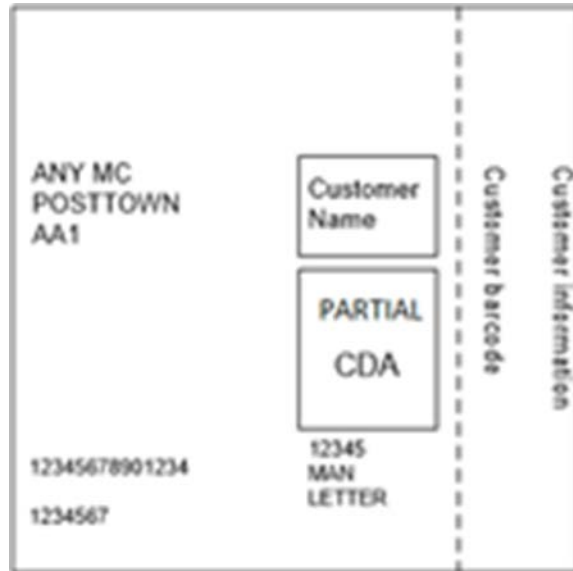
Product Codes

You must use the Partially Addressed Mail products codes when declaring Partially Addressed Postings as specified in the Royal Mail Network Access: External Web Services technical specification that can be found at <https://www.royalmailwholesale.com/dockethub/>.

Container Labels

It is a requirement to identify the bags and trays containing Partially Addressed Mailings. You must use the abbreviation 'PARTIAL' and place it above the Customer Type in the Customer Indicator Box of the bag label or tray label. See example below:





Yours sincerely,

Tim Cable
Wholesale Products Director
Royal Mail Letters