

## NCOA Use Restrictions

**WARNING:** Please read the following section carefully. It states the purpose of NCOA and the rules that govern the use of the information you receive through the NCOA service. Your signature on the NCOA Processing Acknowledgment form provided by ASD, Inc. is considered to be your acknowledgment of having read this document and your understanding of the proper use of NCOA information.

NCOA processing has only one purpose. NCOA is an aid to keeping your mail files current. It can only be used to update mailing lists. **It cannot be used to identify movers for any promotional purpose.** The use of NCOA is defined by the license agreement between the USPS and all NCOA vendors. The restriction applies to all users of the NCOA service.

The USPS is prohibited by law from assisting in creating or supplementing a mailing list. Therefore, the USPS cannot allow NCOA addresses to be used to create a file of movers or to create a mailing selection of movers. The new addresses cannot be flagged or segregated for the purpose of creating "new movers" list, and it cannot be flagged as a special section from a file. It cannot become a "hot line" name for mailings or list rentals. And it cannot be identified for any promotional purpose.

**NCOA CAN BE USED TO IMPROVE THE DELIVERABILITY OF MAILING LISTS. THE NEW ADDRESSES CAN BE INCLUDED IN A MAILING OR A MAILING LIST SECTION AS LONG AS THEY ARE NOT IDENTIFIED AS A MOVE OR SELECTED BECAUSE THEY ARE CHANGES.**

Users of NCOA are required by the USPS to sign the acknowledgment form that is printed from ASD, Inc. when you create an order for this service. It signals your compliance with all the restrictions outlined above. The form is good for one year from the date that it is signed.