

PAF is widely recognised as the UK's most up-to-date and complete address database. It contains over 30 million business and residential addresses and 1.8 million postcodes. Alias is a data product that can enhance your use of PAF.

Using Alias together with PAF® enables businesses to identify and deliver to properties that have additional address characteristics, such as a name.

### Your business should use Alias if you want to:

1. Improve address matching rates
2. Target businesses working from residential addresses
3. Improve verification of the identity of individuals working from their home.

### Tell me more...

- Using Alias will mean that your business can identify properties that have additional address identifiers such as a building name, a business name and other useful addressing information.
- Alias address information can be used alongside PAF to help you achieve improved address data quality and to help you to identify and target your potential customers.
- Alias will also help you with customer identification verification when they place orders with you for goods and services.
- Having Alias information will also help with delivery accuracy of parcels and letters.

### Who uses Alias data?

Thousands of UK businesses use PAF and its complementary products including Alias in many innovative ways, these include satellite navigation, mapping and customer profiling. Alias is used by businesses from all sectors of the economy from banking, insurance, retail, distribution companies, utilities and many more besides.

### Where can I find more information about Alias?

**Visit:** For detailed product and licensing information, technical specifications or to find a list of licensed PAF Solutions Providers visit [www.poweredbypaf.com](http://www.poweredbypaf.com).

Alternatively, you can download sample data [here](#).

If you want to get in touch with the Royal Mail Address Management Unit

**Call:** 0845 606 6854 (option 3) Calls cost 5p per minute plus your telephone company's network access charge.

**Email:** [address.management@royalmail.com](mailto:address.management@royalmail.com)

