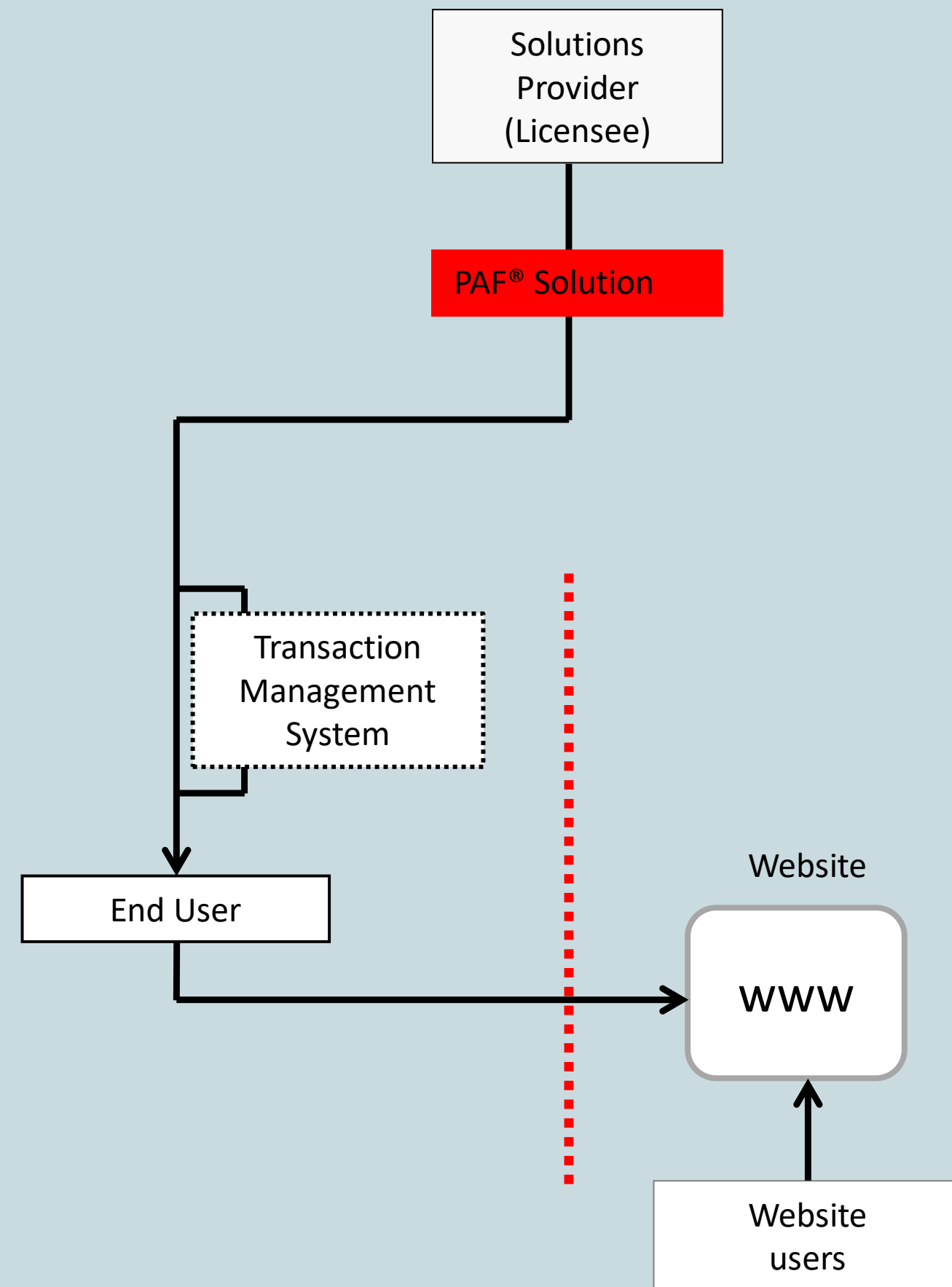


Powered by PAF
Licensing Centre
Learning Document

Contents	2
1 Using PAF for E-commerce (PAF, Multiple Residence & Not Yet Built)	
1.1 Allow your customers to order goods and services online	3
1.2 Understanding legal entities and trading names	4
1.3 Websites with very high volume	5
2 Cleansing Databases for your Own Use and on Behalf of Others	
2.1 Cleansing databases that you will use	6
2.2 Cleansing databases for use by other organisations (Bureau Services)	7
2.3 Passing on a large Customer Database ‘substantially all’	8
3 Licensing Customer Groups	
3.1 Providing PAF access for franchises, dealerships and similar groups	9-10
3.2 Providing PAF access to Broker groups e.g. independent financial advisors	11-12
4 Licensing your Customers	
4.1 Within their organisation	13
4.2 Role cover	14
4.3 Maternity/paternity Leave	15
4.4 Job sharing	16
4.5 Taking advantage of the organisation use price cap	17
4.6 Determining how many users of PAF to license	18
4.7 Multiple user blocks	19
4.8 Market research	20
5 Meeting your Licence Fee Return Obligations	
5.1 Meeting your Licence Fee Return Obligations	21
6 Other Licensing Groups	
6.1 Corporate licences for Parent Companies	22
6.2 Contracting with third party sub-contractors and business process outsourcers	23
6.3 Providing ‘white label’ services	24
6.4 Providing PAF for mailing products and services	25
6.5 Licence Structures and Contractual relationships	26
7 Solution, Promotion and Trial Period	
7.1 Solution Promotion and Trial period	27
8 Understanding Licensing Restrictions	
8.1 Adding PAF records to your database (data extraction)	28
8.2 Transferring PAF overseas	29

Using PAF, Multiple Residence and Not Yet Built for E-Commerce (allow your customers to order goods and services online)



Guidance

- PAF, Multiple Residence & Not Yet Built Solutions can be made available on your Website
- Users of your Website can validate their address as they order products and services from your Website
- A user of a Website is a third party who receives products or services from the End User

Licence Fees

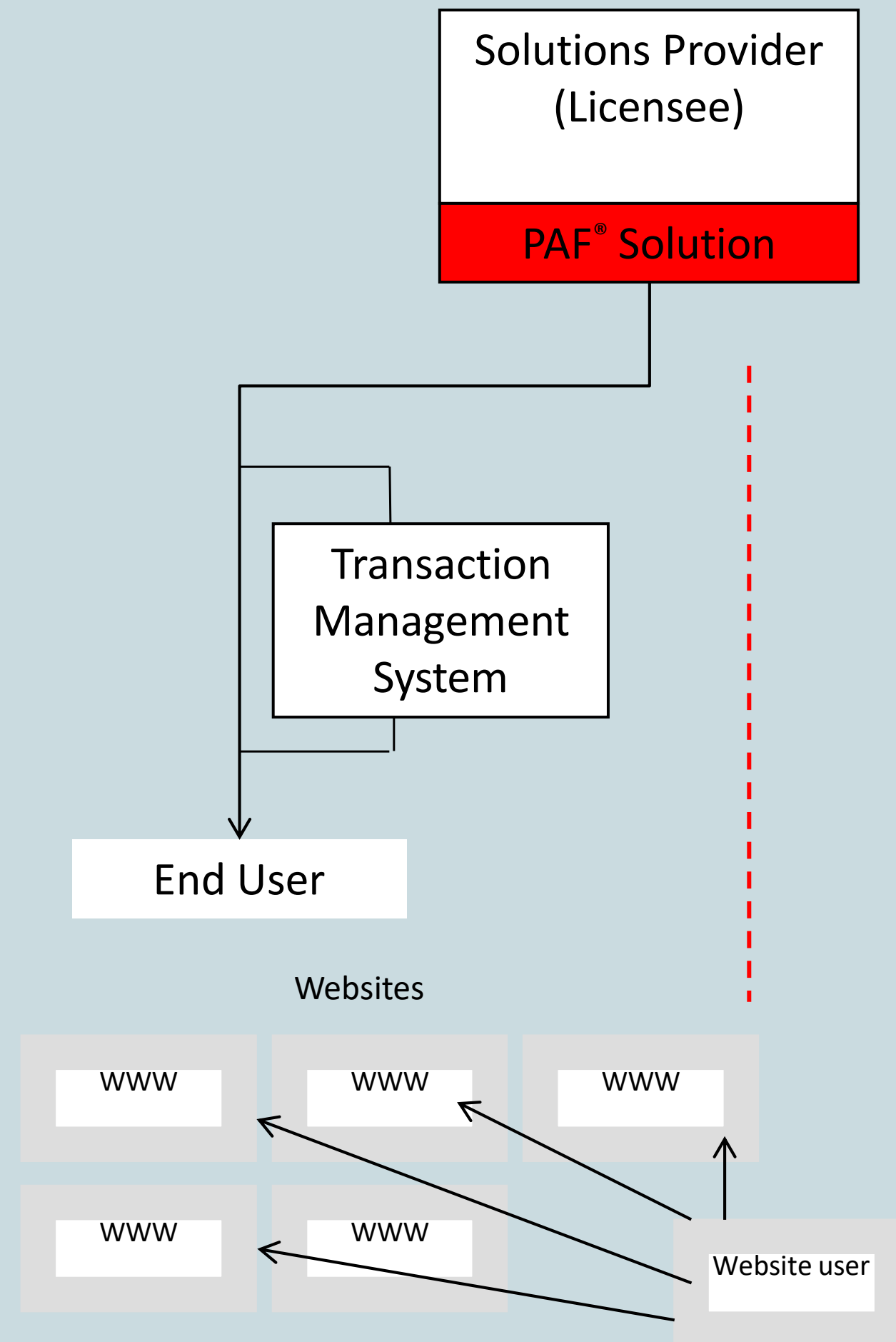
- Choice of pay per Transaction or remit an annual capped Website Use Licence Fee per Legal Entity

Basis of Licence Fee	Full PAF	Part PAF
Transaction	100 Transactions £1.35	100 Transactions £1.10
Website Use Licence Fee	£5,500	£3,250
High Use Licence Fee	£5,500	

Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved



Using PAF, Multiple Residence & Not Yet Built for E-Commerce (understanding legal entities and trading names)



Guidance

- PAF, Multiple Residence & Not Yet Built Solutions can be made available on your Website(s)
- If a Website is run by a trading name it may be necessary to verify who owns the Website, as this may affect the licence fee per legal entity
- A Website user is a third party who receives products or services from the End User

Licence Fees

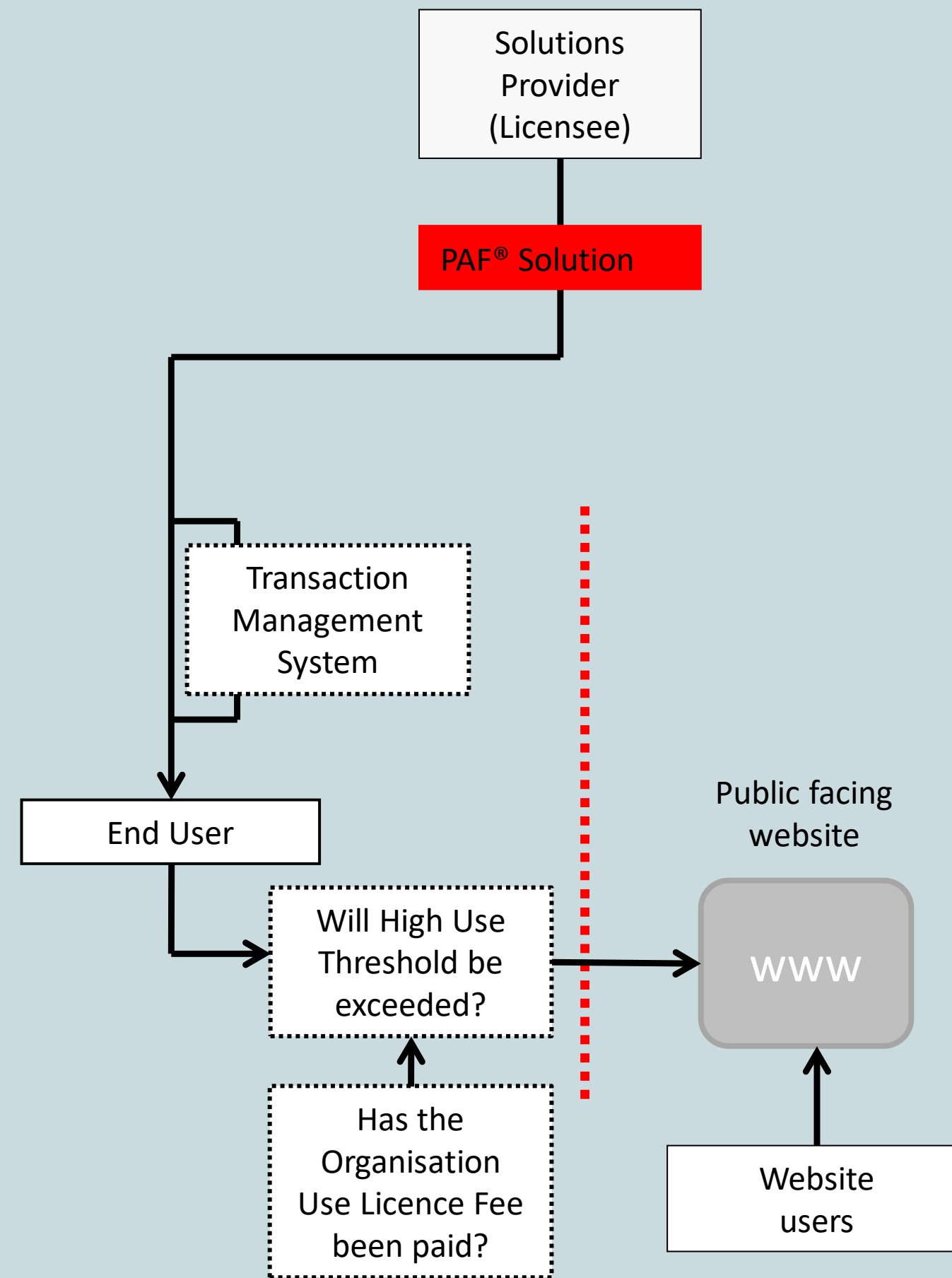
- Choice of pay per Transaction or remit an annual capped Website Use Licence Fee per legal entity (End User)

Basis of Licence Fee	Full PAF	Part PAF
Transaction	100 Transactions £1.35	100 Transactions £1.10
Website Use Licence Fee	£5,500	£3,250
High Use Licence Fee	£5,500	

Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved



Using PAF, Multiple Residence & Not Yet Built for e-Commerce (very high volume website lookups)



Guidance

- PAF, Multiple Residence & Not Yet Built Solutions can be made available on your public facing Website
- A decision must be made as to whether the High Use Threshold will be exceeded (10 million Transactions), a 'good faith' estimate may be made
- Has the End User paid the Organisation Use Licence Fee?

Licence Fees

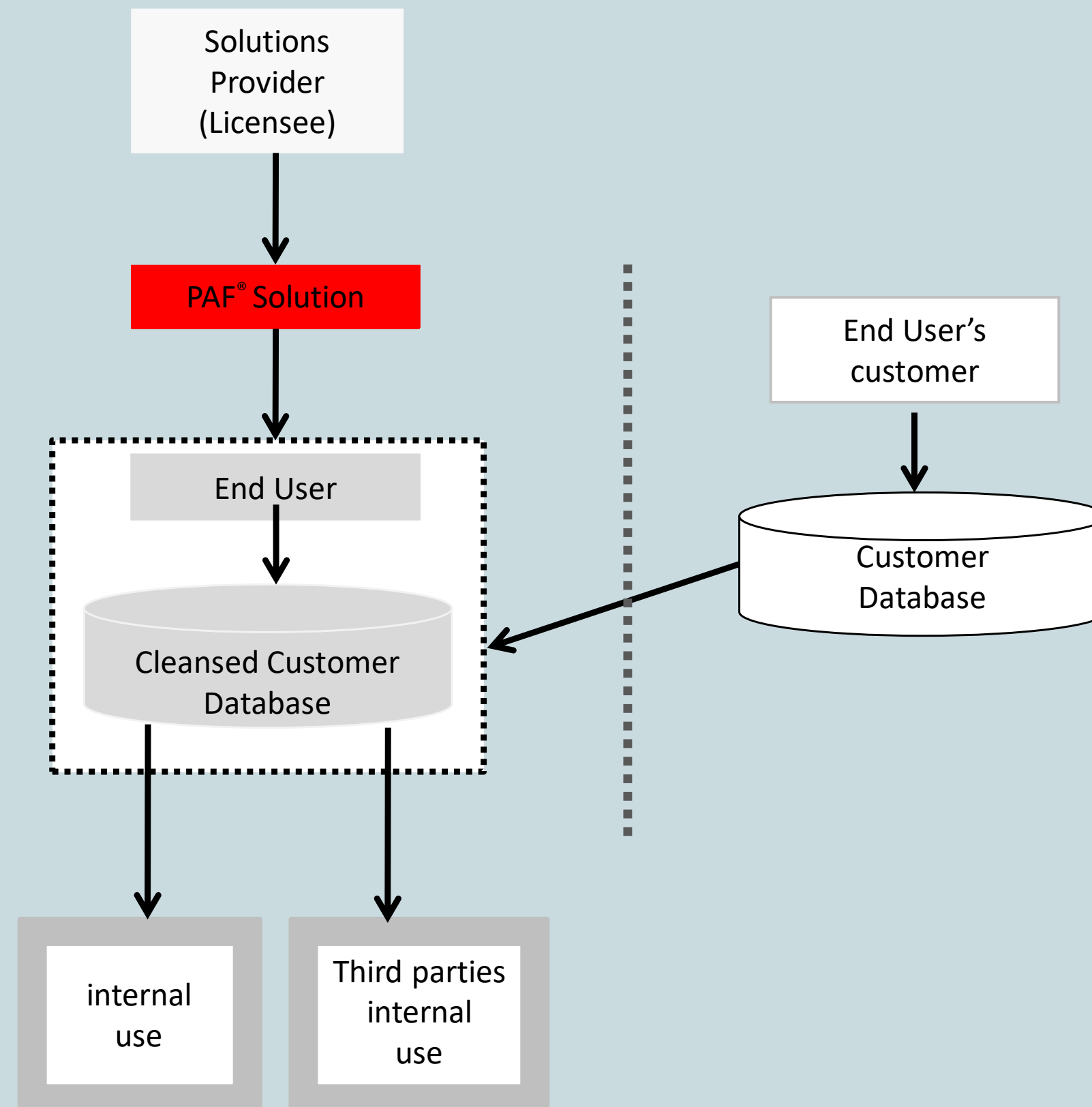
- High Use Licence Fee for PAF is £5,500, unless the Organisation Use Licence Fee has been paid

Basis of Licence Fee	Full PAF	Part PAF
Transaction	100 Transactions £1.35	100 Transactions £1.10
Website Use	£5,500	£3,250
High Use Licence Fee	£5,500	



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved

Cleansing Databases that you will Use

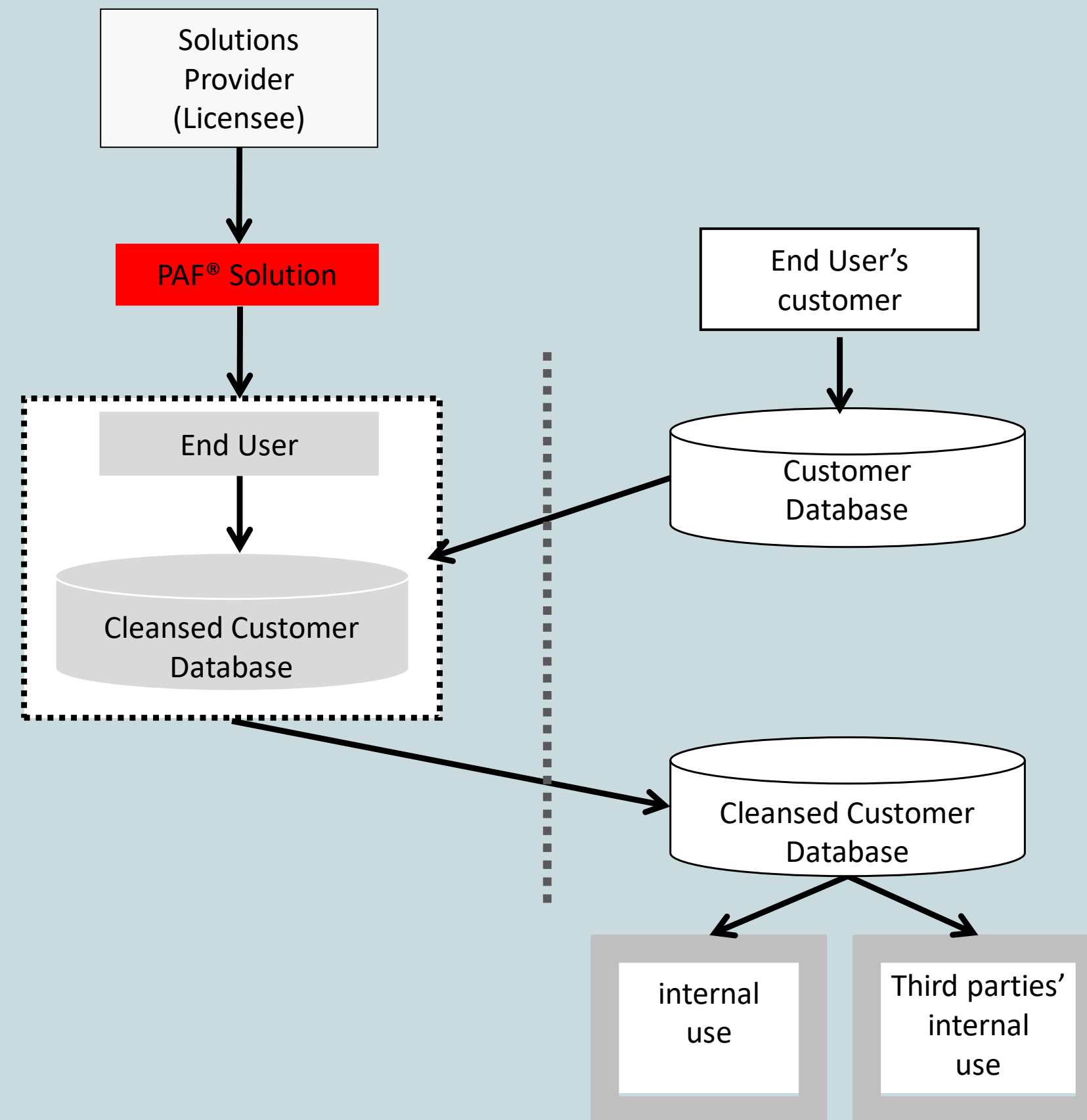


Guidance

- End Users are licensed to perform Data Cleansing
- Data Cleansing enables End Users to correct, amend, standardise, validate and append additional information to an existing record within the End User's Database or another customer database
- The Cleansed Customer Database can be used within the End User's own organisation
- Does not include Data Extraction
- If passing the Cleansed Customer Database back to the End User's customer then Bureau Fees also apply (see Bureau Services)
- Multiple Residence & Not Yet Built are licensed in a similar way (additional fees apply)



Cleansing Databases for Use by other Organisations (Bureau Services)



Guidance -

- Bureau Services occurs when Cleansed data is passed back to an End User Customer
- The annual Bureau fee is based on the number of records processed the previous year
- A Bureau needs to be licensed as an End User
- Licence Fees are due for each User using PAF
- Multiple Residence & Not Yet Built are licensed in a similar way (additional fees apply)

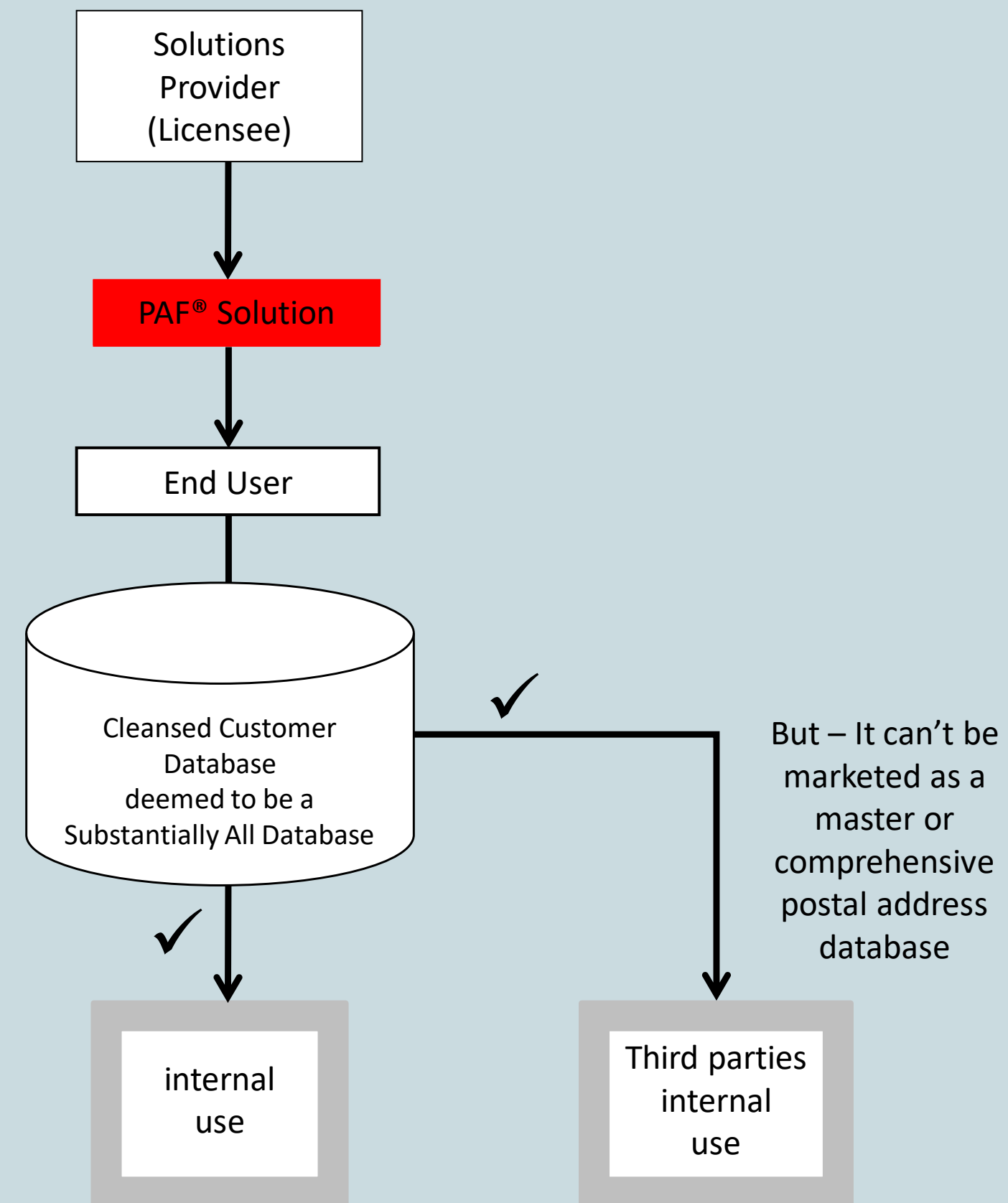
Bureau Fees

Number of records cleansed or processed	Fee (per annum)
Up to 1 million	£275
Over 1 Million up to 10 million	£820
Over 10 million up to 100 million	£4,100
Over 100 million	£11,000

Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019 All rights reserved



Passing on a Large Cleansed Database (a Substantially All Database).

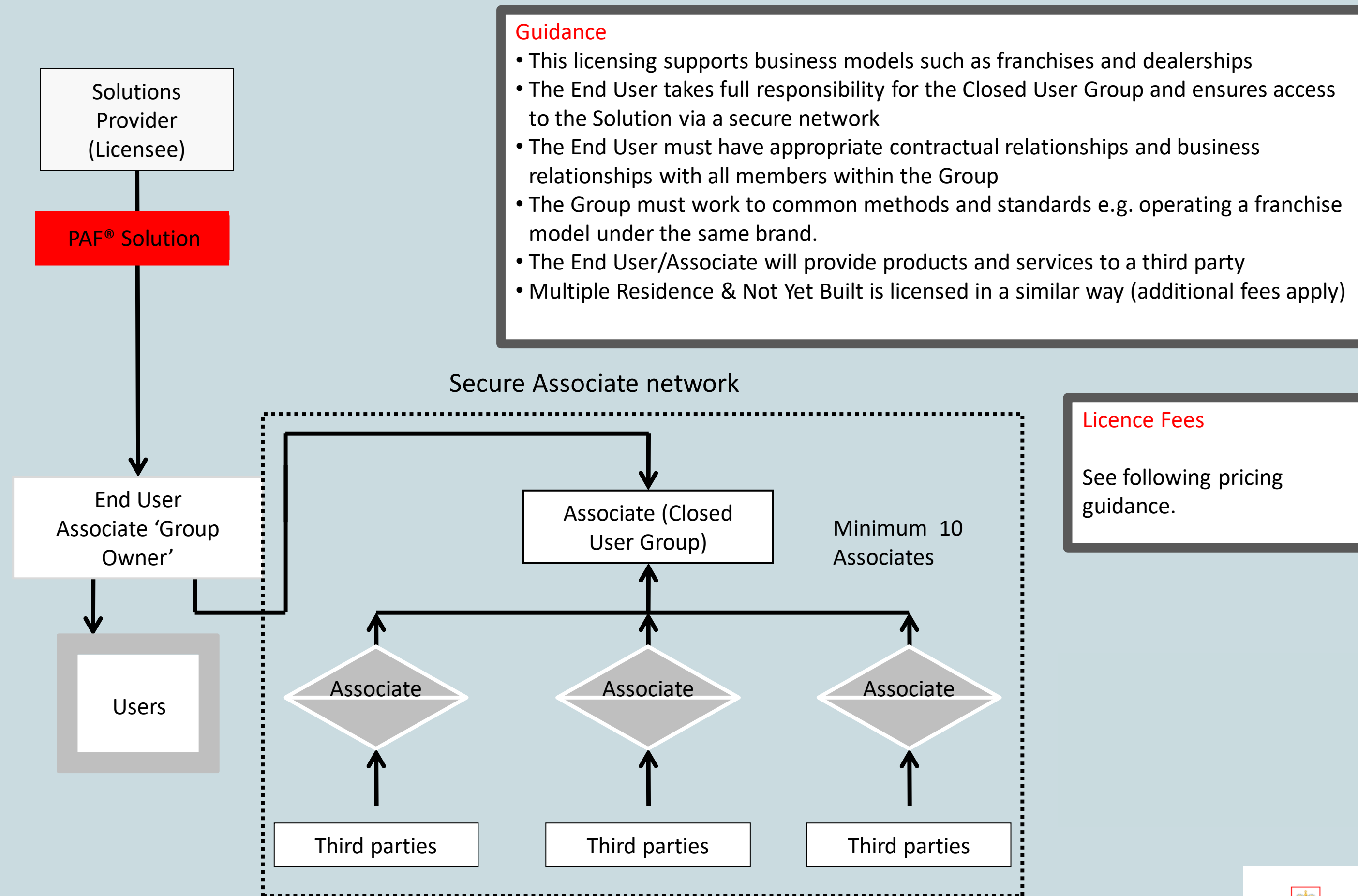


Guidance

- A Cleansed Customer Database which comprises 'substantially all' the delivery points within the UK has certain restrictions
- These types of Cleansed Customer Databases can be passed to third parties as part of normal data supply or routine business activities
- A prominent notice should always be attached to these types of Cleansed Customer Databases that explains that it has been cleansed against Royal Mail PAF data
- The Cleansed Customer Database cannot be marketed as a master, original or comprehensive postal address database



Providing PAF access to franchises, dealerships and similar groups



Guidance

- This licensing supports business models such as franchises and dealerships
- The End User takes full responsibility for the Closed User Group and ensures access to the Solution via a secure network
- The End User must have appropriate contractual relationships and business relationships with all members within the Group
- The Group must work to common methods and standards e.g. operating a franchise model under the same brand.
- The End User/Associate will provide products and services to a third party
- Multiple Residence & Not Yet Built is licensed in a similar way (additional fees apply)

Licence Fees

See following pricing guidance.



Licence Fees (payable per Business Partner type)

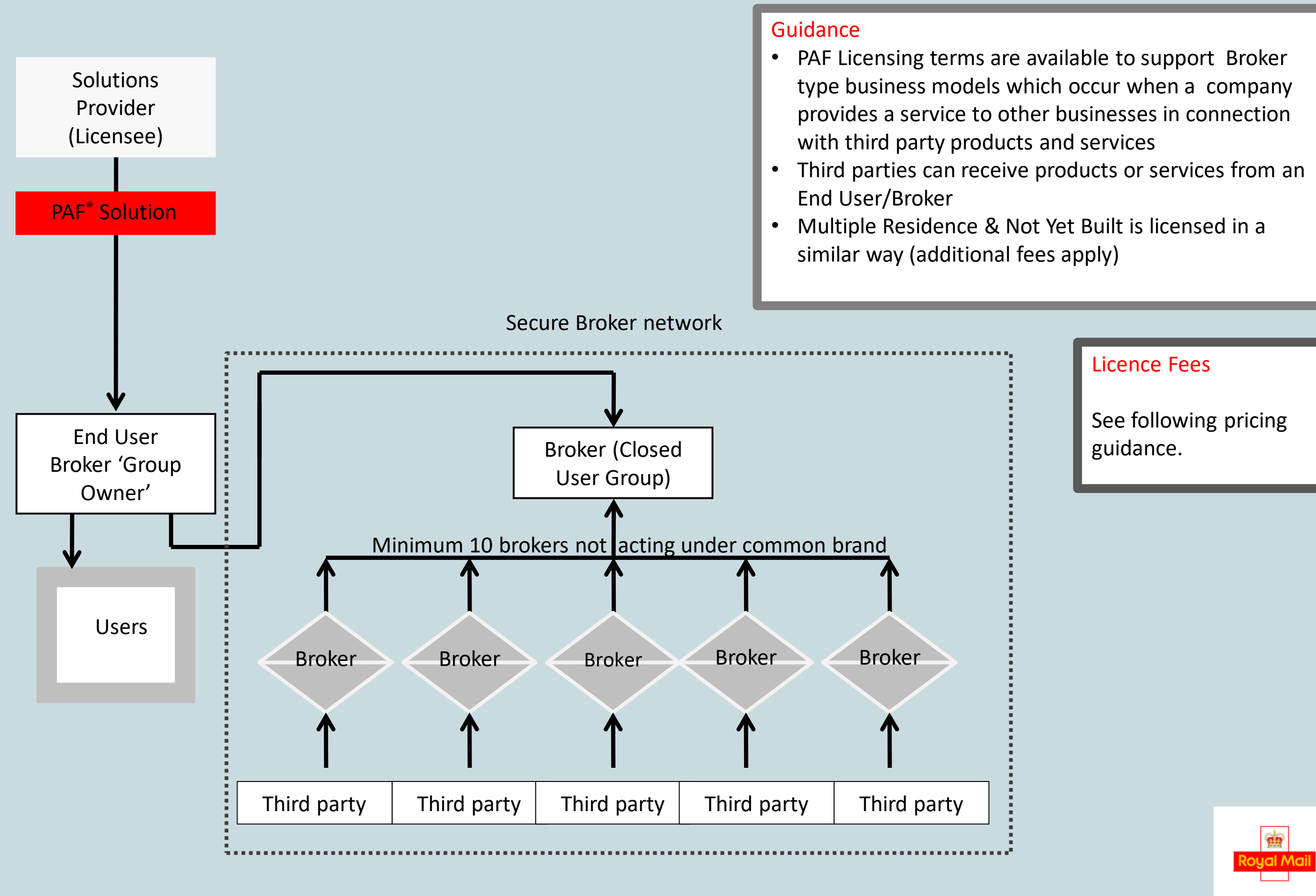
Basis of calculating Licence Fee	Fee per complete UK version of Data (per annum)		Fee per Postcode Area (per annum)	
	Full PAF	Part PAF	Full PAF	Part PAF
Transaction	100 Transactions- £1.35	100 Transactions - £1.10	n/a	n/a
User	£76.00 per User	£38.00 per User	£2.24 per User	£1.12 per User
Multiple User Block (up to 300 users)	£4,560 per Block	£1,520	£56.00 per Block	£28.00 per block
Closed User Group 'cap'	£27,500 (per group)			

Guidance

- The Closed User Group Licence Fee of £27,500 is a maximum price 'cap' per Group. Price cap can be made up of Users, Multiple User Blocks or Transactions



Providing PAF access to Broker Groups (e.g. Independent financial advisors)



Licence Fees (payable per Business Partner type)

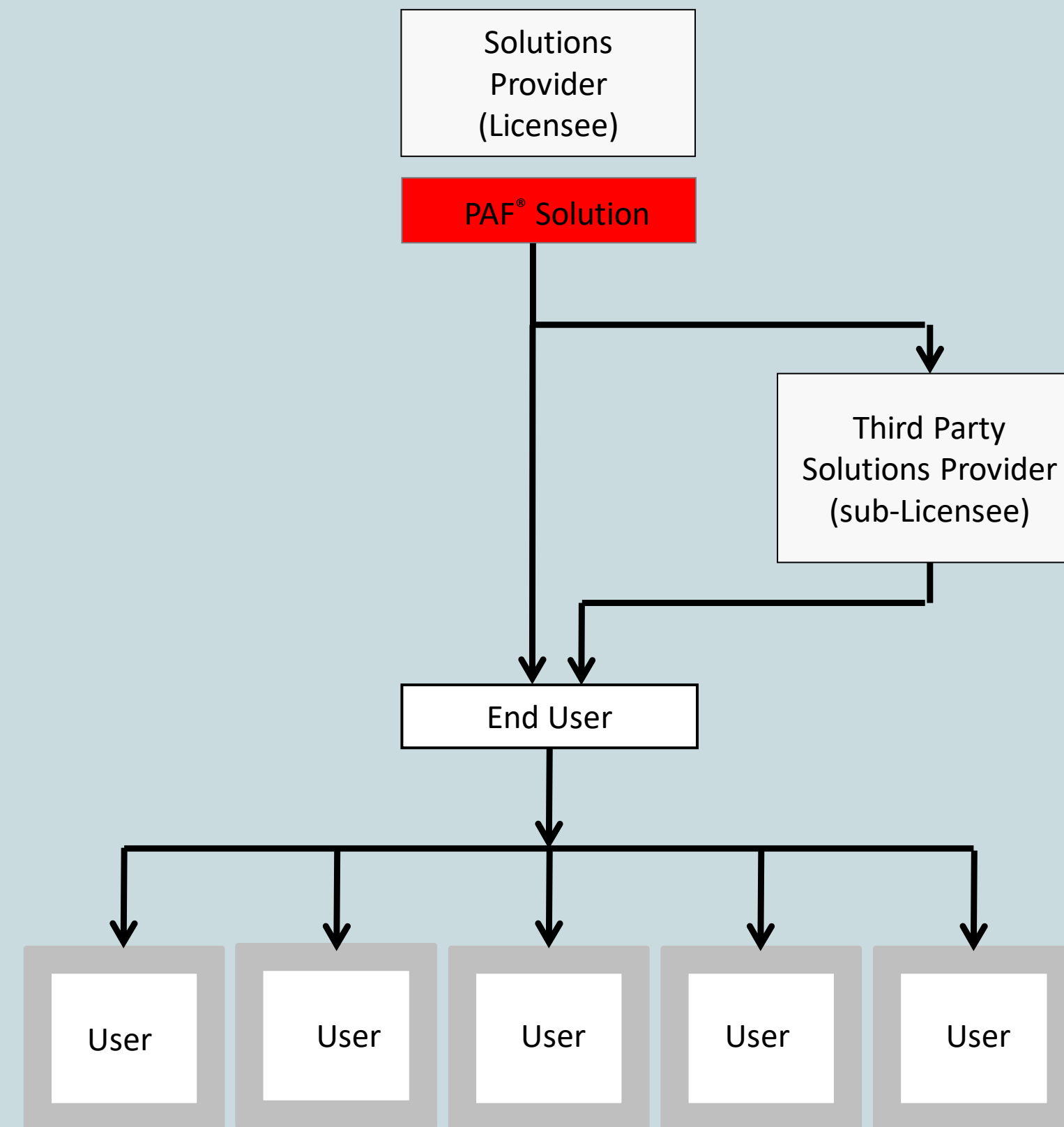
Basis of calculating Licence Fee	Fee per complete UK version of Data (per annum)		Fee per Postcode Area (per annum)	
	Full PAF	Part PAF	Full PAF	Part PAF
Transaction	100 Transactions- £1.35	100 Transactions - £1.10	n/a	n/a
User	£76.00 per User	£38.00 per User	£2.24 per User	£1.12 per User
Multiple User Block (up to 300 users)	£4,560 per Block	£1,520	£56.00 per Block	£28.00 per Block
Closed User Group 'cap'	£27,500 (per group)			

Guidance

- The Closed User Group Licence Fee of £27,500 is a maximum price 'cap' per Group. Price cap can be made up of Users, Multiple User Blocks or Transactions



Licensing your customer to use PAF within their organisation



Guidance

- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Count User numbers to calculate the correct Licence Fees
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

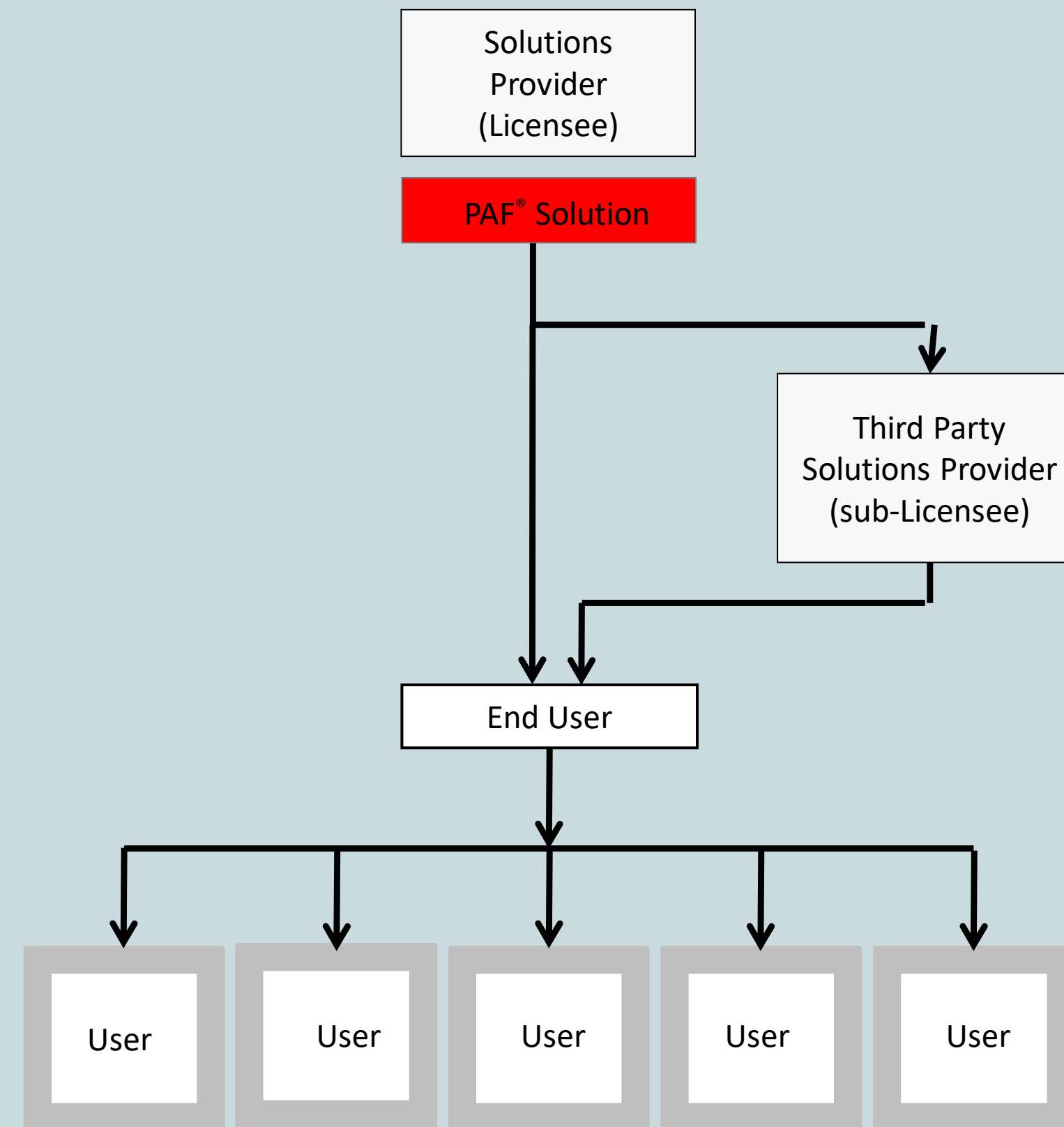
Licence Fees

- Count User numbers to calculate the correct Licence Fees



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved

Licensing your customer to use PAF within their organisation – role cover



Guidance

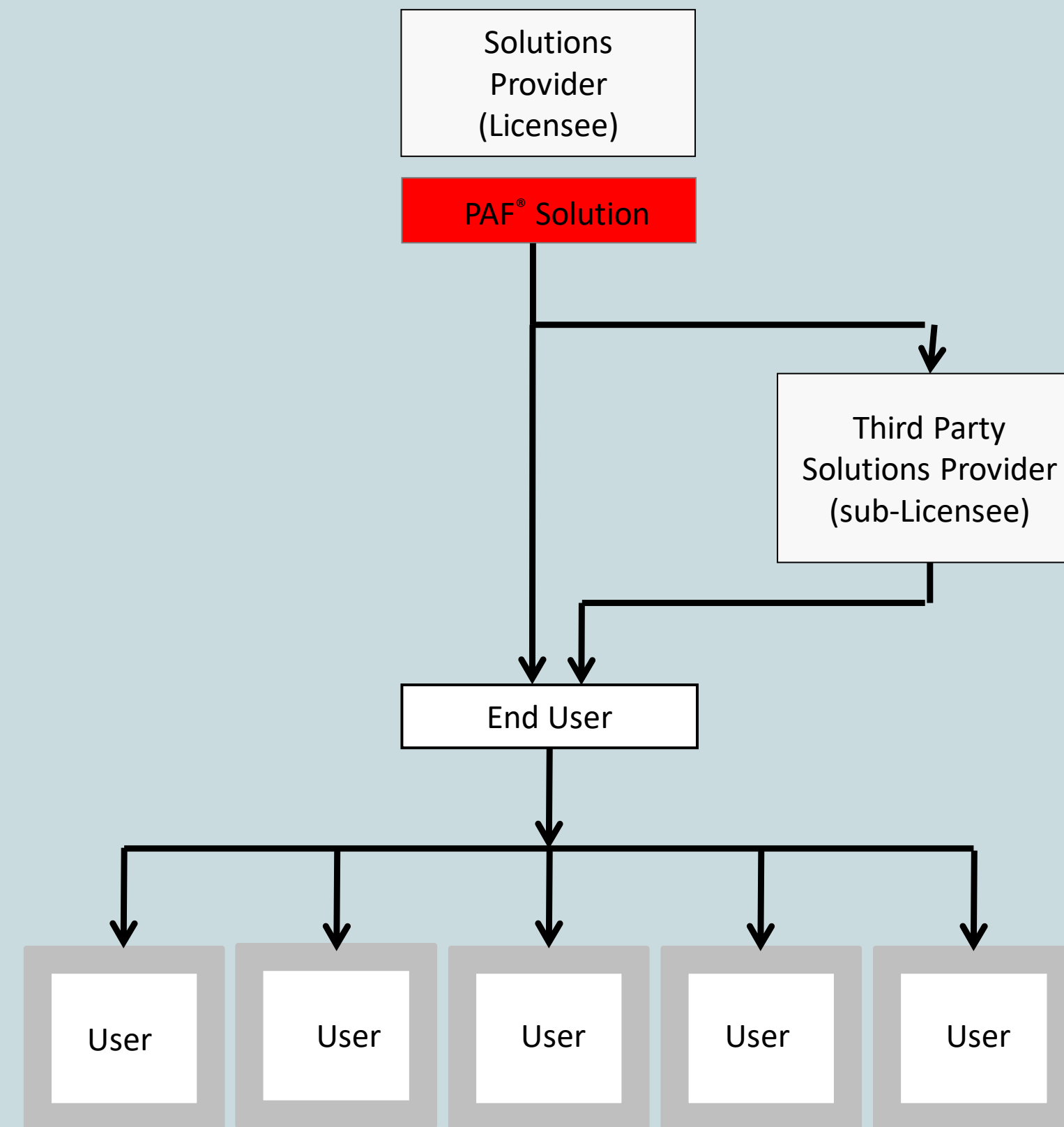
- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Count User numbers to calculate the correct Licence Fees
- Role cover – all Users with access to a PAF Solution need to be licensed
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Licence Fees

- Count User numbers to calculate the correct Licence Fees



Licensing your customer to use PAF within their organisation – maternity/paternity absence cover



Guidance

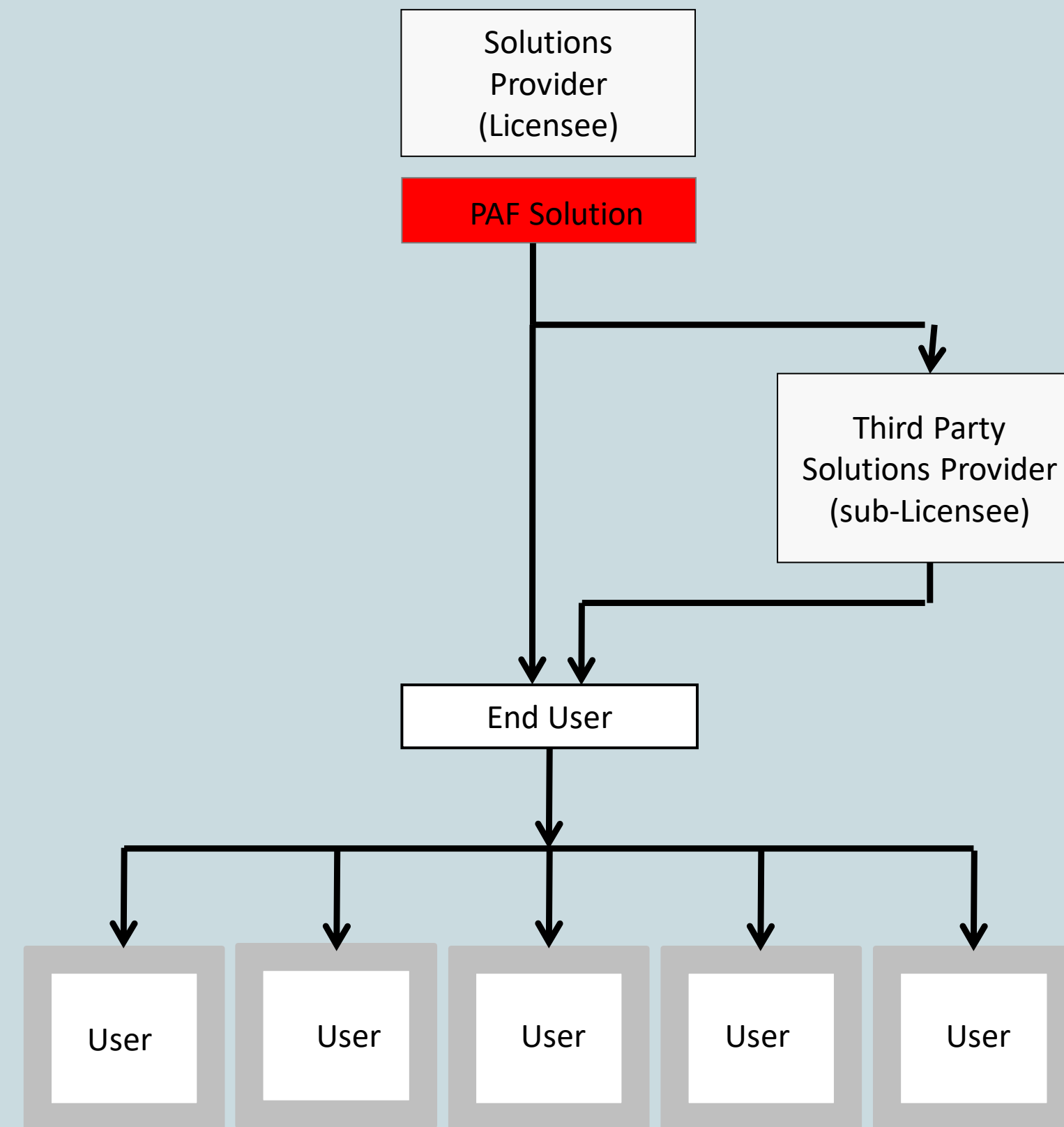
- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Count User numbers to calculate the correct Licence Fees
- This is an example of where extra User licence fees are not necessary (also covers sick absence and resignation)
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Licence Fees

- Count User numbers to calculate the correct Licence Fees



Licensing your customer to use PAF within their organisation – job share



Guidance

- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Count User numbers to calculate the correct Licence Fees
- Job share - all Users with access to a PAF Solution need to be licensed
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

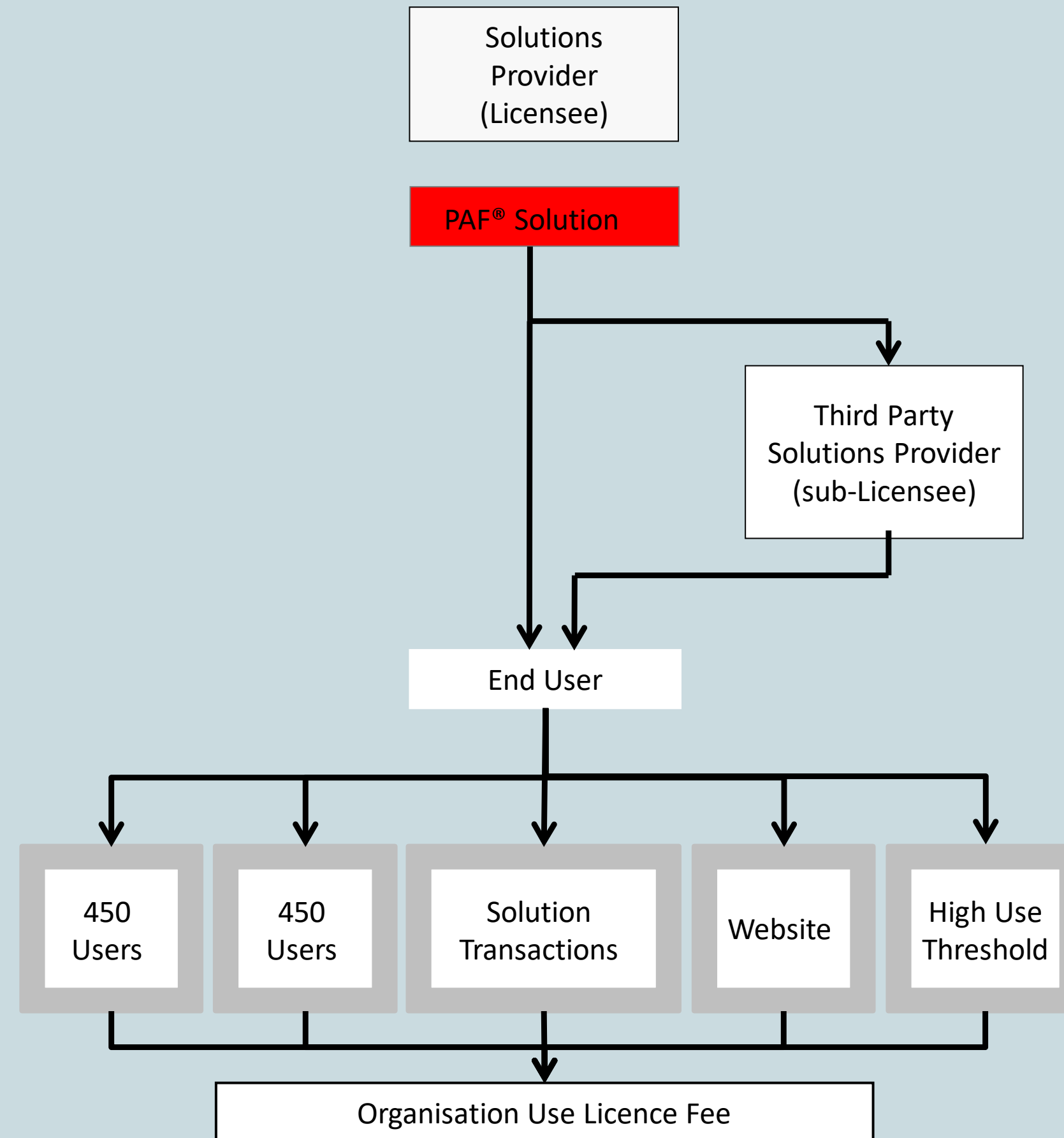
Licence Fees

- Count User numbers to calculate the correct Licence Fees



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019 All rights reserved

Licensing your customer to use PAF (taking advantage of the Organisation Use price cap)



Guidance

- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee).
- An End User can cap its PAF Licence Fee liability with the Organisation Use Licence Fee
- The cap includes Users, Solution Transactions, Website Use and the High Use Licence Fee
- The Organisation Use Licence Fee does not cover Closed User Group Licence Fees or Bureau Services Licence Fees
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

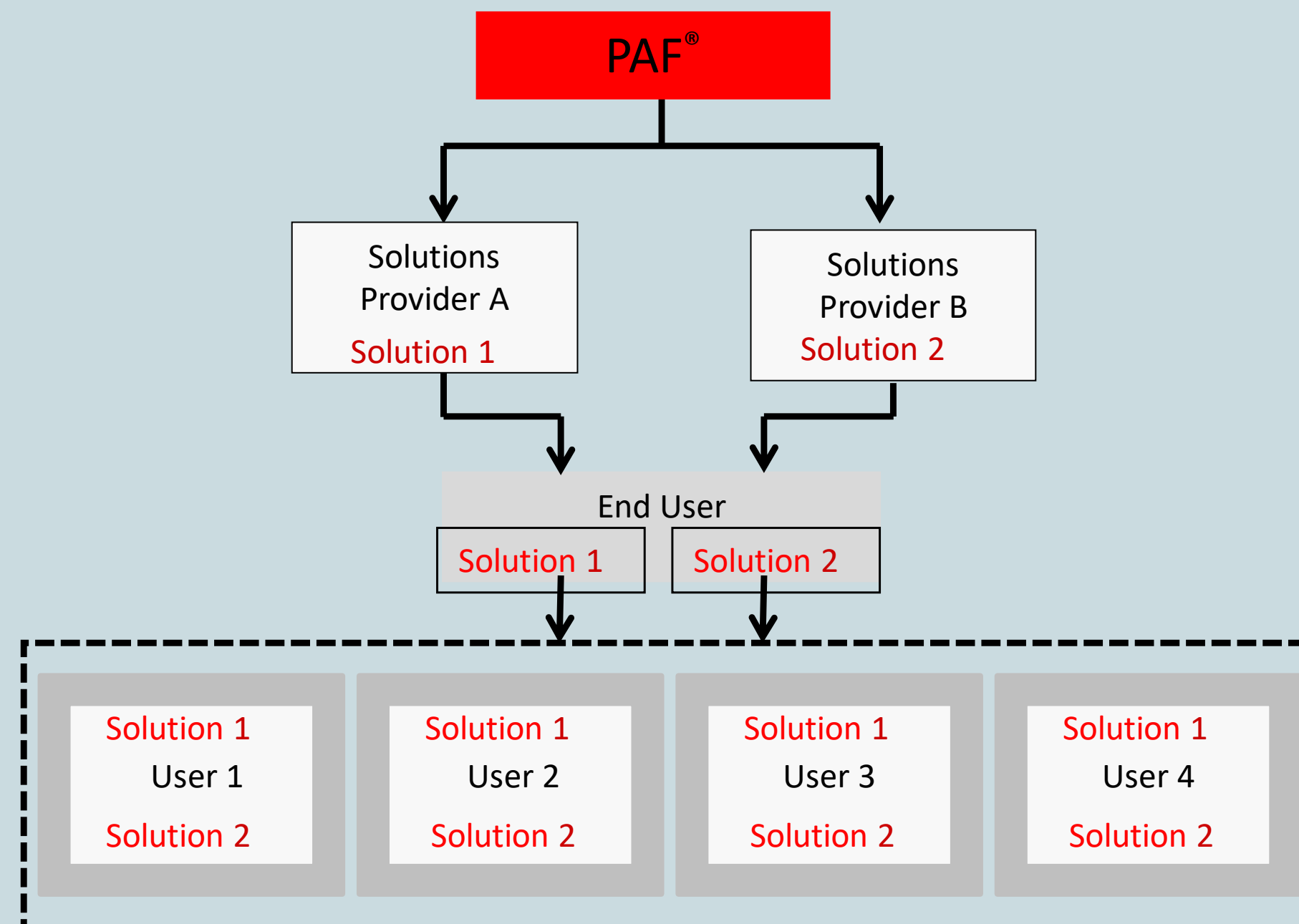
Licence Fees

- An End User can cap its PAF Licence Fee liability per Solutions Provider with an Organisation Use Licence Fee of £16,500 (excluding Closed User Group Licence Fees and Bureau Services Licence Fees)



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved

Determining how many Users of PAF to License



Guidance

- If 2 different Solutions Providers (Solutions Provider A and Solutions Provider B) both provide an End User with a PAF Solution then 2 sets of Licence Fees are payable
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Licence Fees

- Licence Fees are calculated on a per User basis (note definition of a User is “an individual authorised by an End User to use a Solution”)

A Licence Fee is due for each Solution provided to the End User by each Solutions Provider (Licensee)

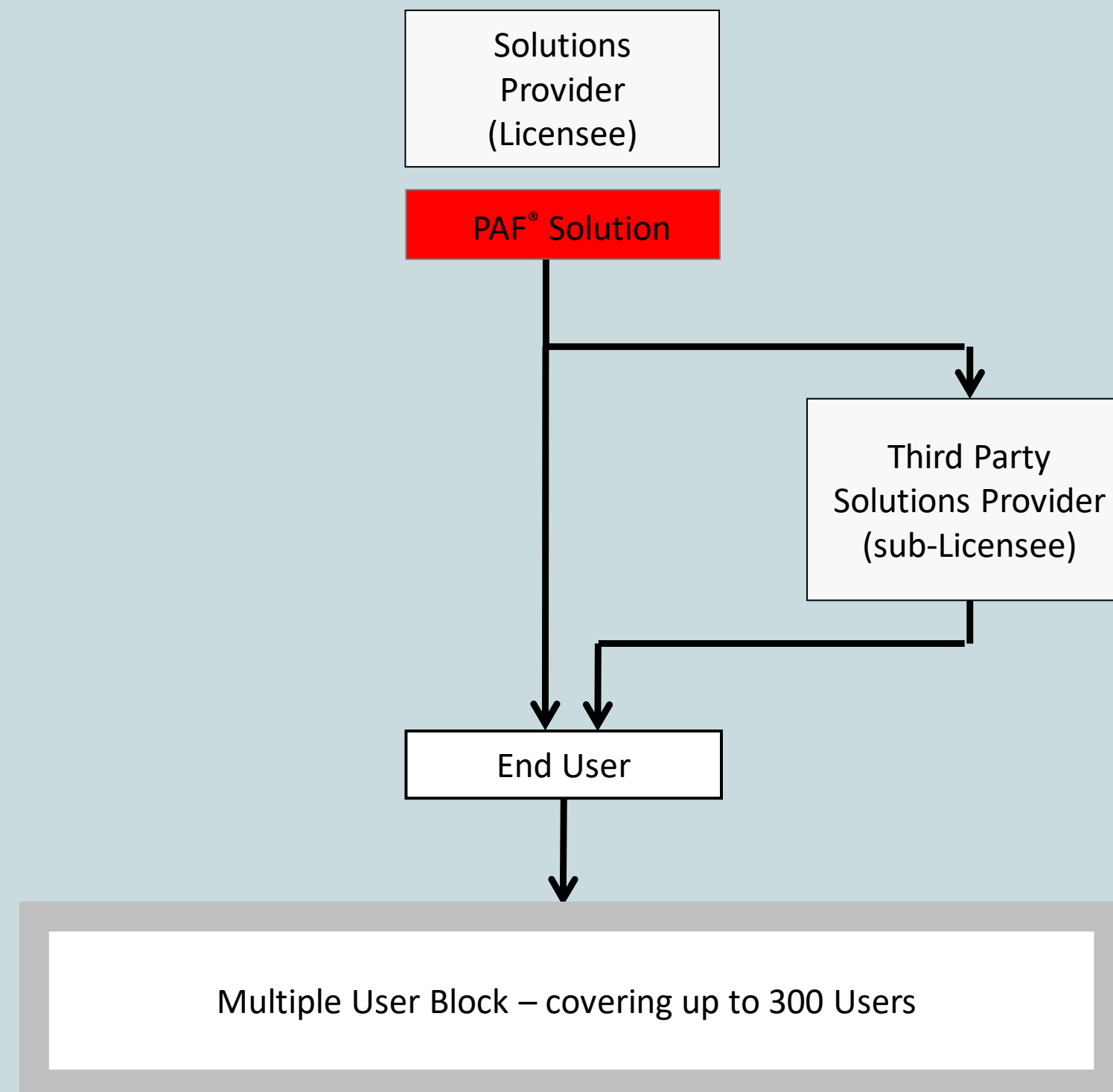
In this example:

- Solutions Provider A to license 4 Users
- Solutions Provider B to license 4 Users



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved

Licensing your customer to use PAF within their organisation – Multiple User Blocks



Guidance

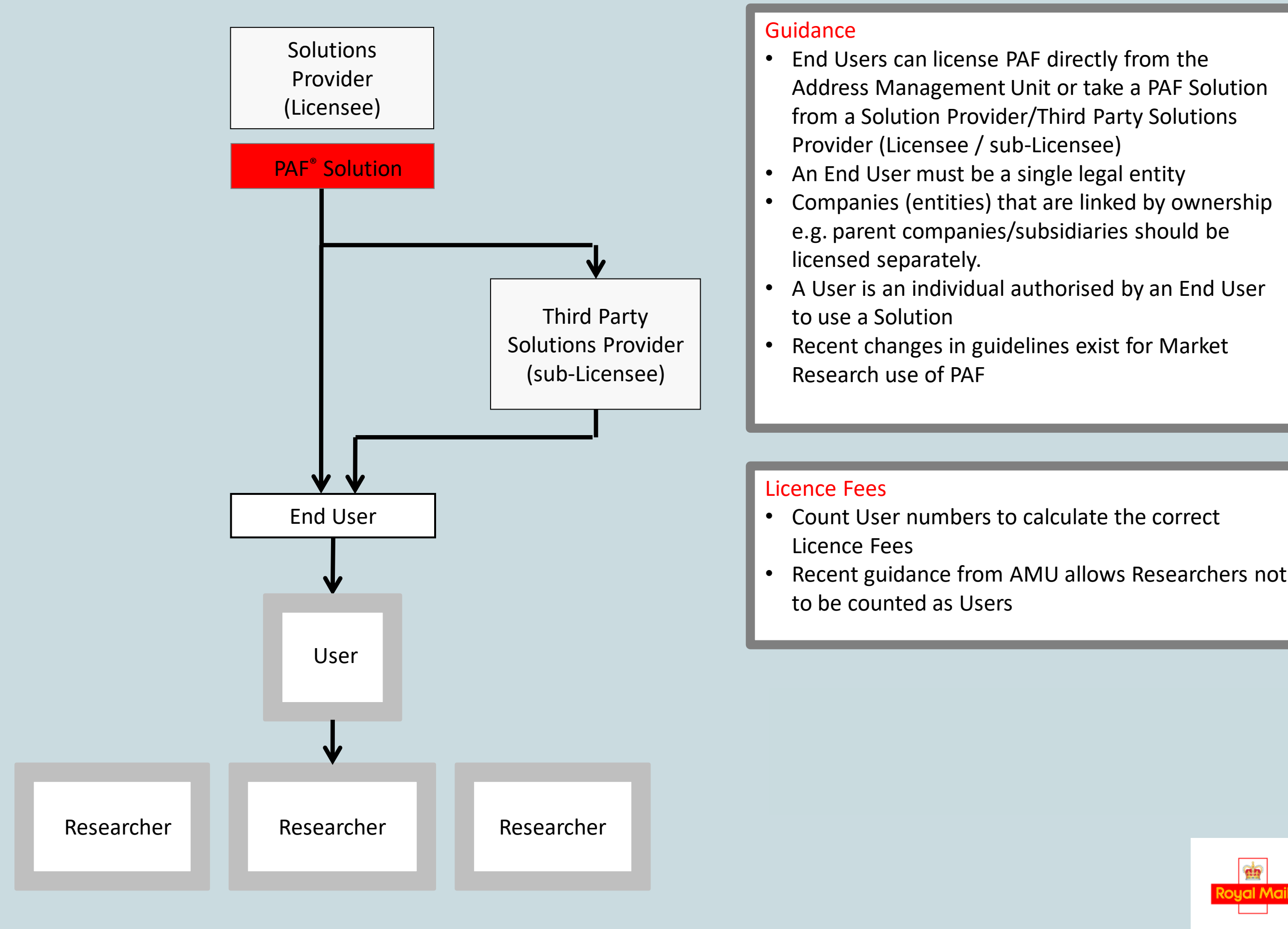
- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Count User numbers to calculate the correct Licence Fees
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Licence Fees

- Count User numbers to calculate the correct Licence Fees
- Multiple User Blocks can be purchased to cover up to 300 Users



Licensing your customer to use PAF within their organisation – Market Research



Guidance

- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Recent changes in guidelines exist for Market Research use of PAF

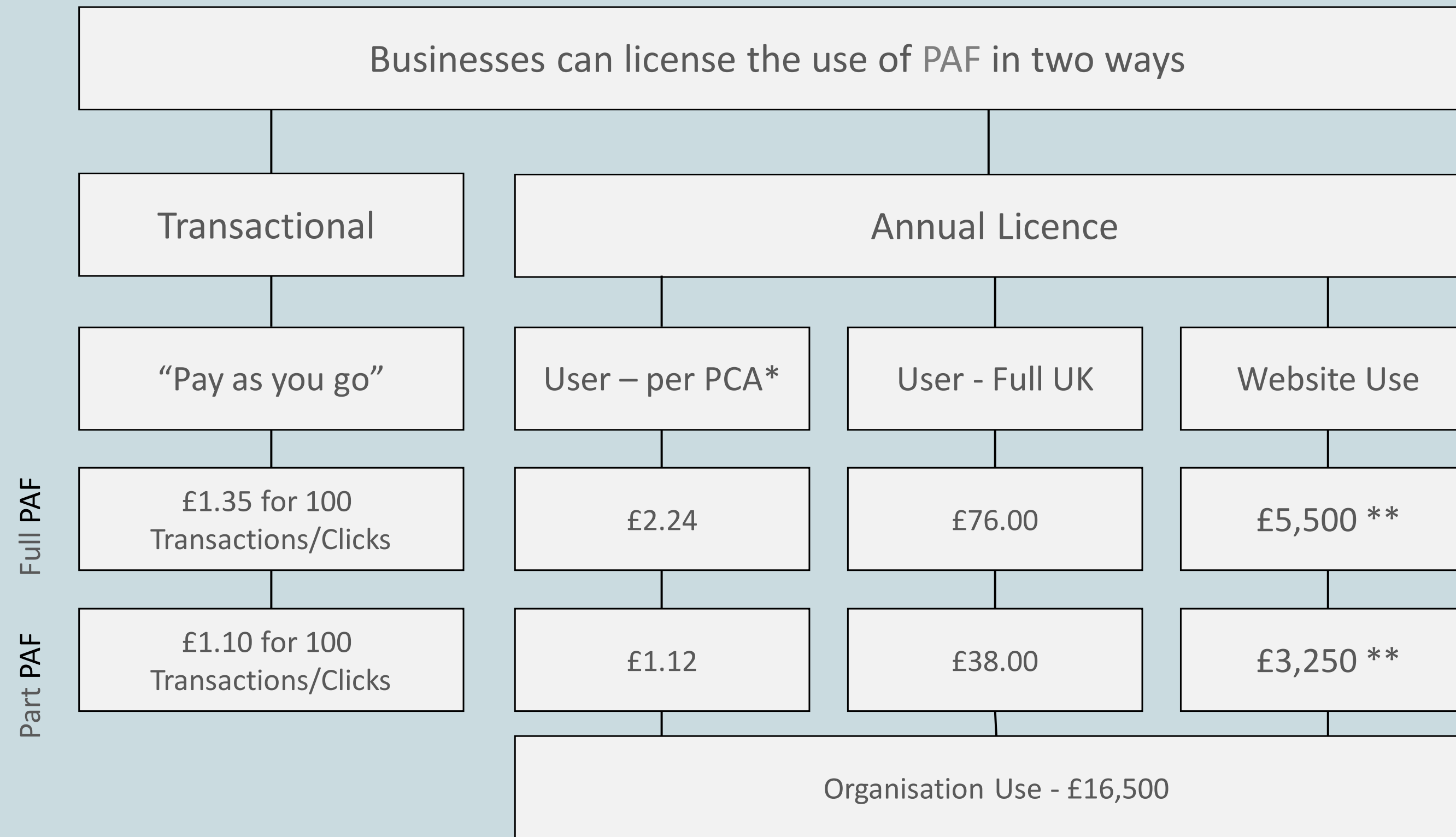
Licence Fees

- Count User numbers to calculate the correct Licence Fees
- Recent guidance from AMU allows Researchers not to be counted as Users

Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved



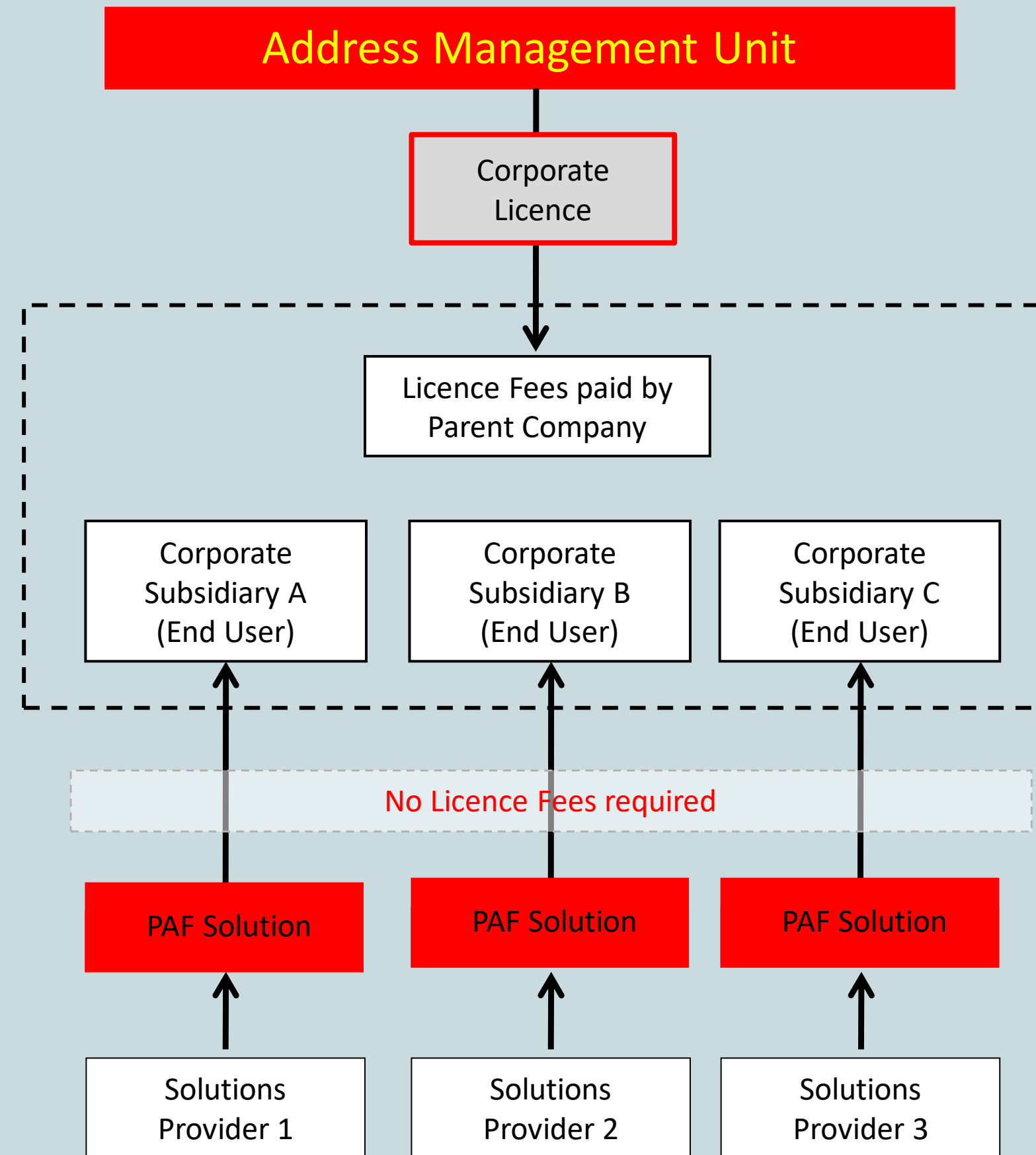
PAF pricing structure



* PCA = Postcode Area
 ** Subject to High Use Licence Fee



Corporate Licences for parent companies



Guidance

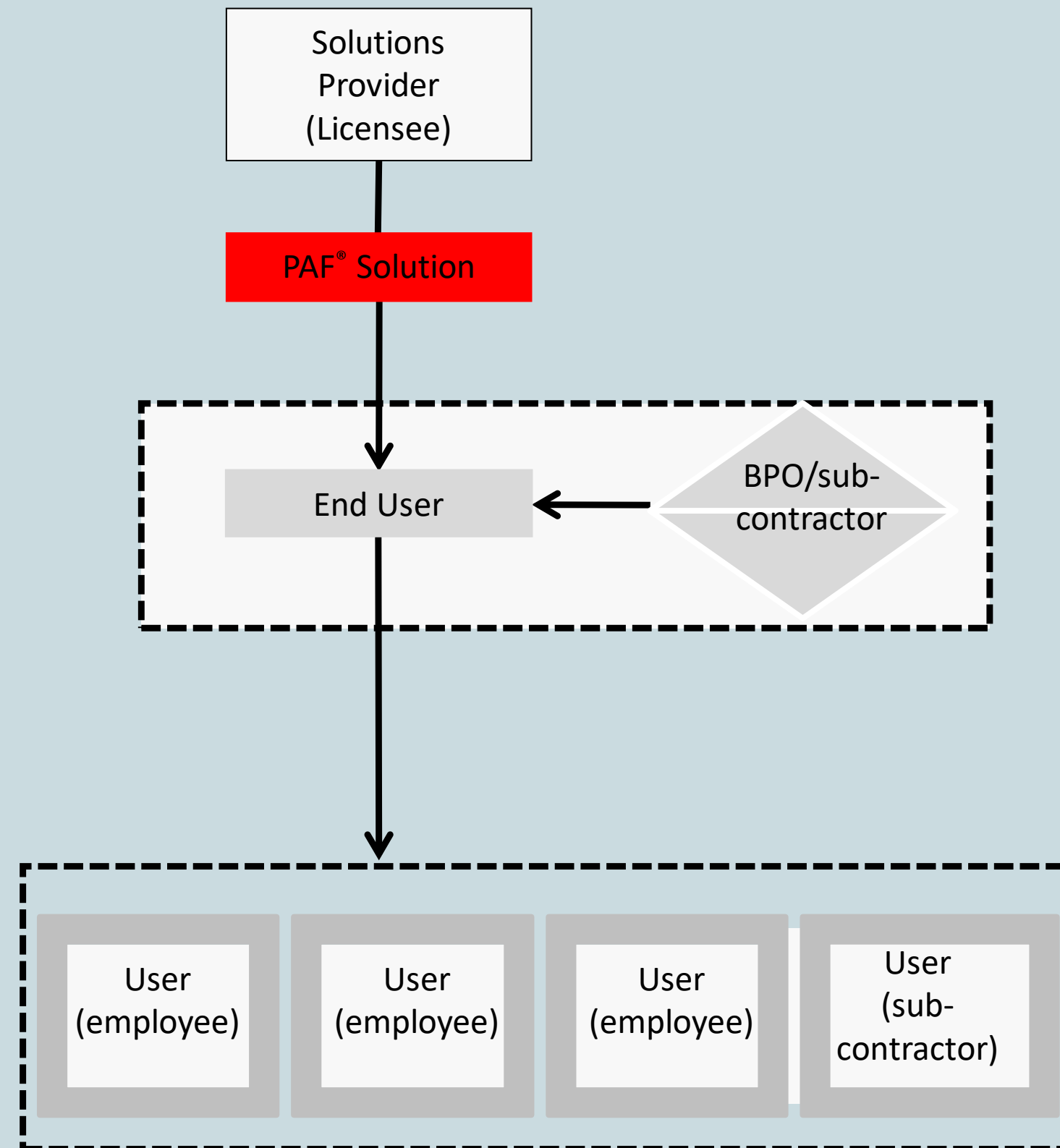
- A PAF® Corporate Licence is a useful option for large Corporate companies with multiple PAF requirements
- The Corporate Licence allows licensees to cap their PAF Licence Fees (except for Closed User Group licence fees or Bureau Licence Fees, any End User not part of the Corporate Group, would still be liable for PAF Licence Fees)
- The Address Management Unit publishes a list of all Corporate Licensees - see the Corporate Licence register on the [Licensing Centre](#) website
- Corporate licences also available for Multiple Residence and Not Yet Built

Annual Corporate Licence Fees

Unlimited use of PAF Solutions by the Corporate Group (excluding Closed User Groups and Bureau Services licence fees)	£132,000
---	----------



Contracting with third party Sub-Contractors and business process outsourcers (BPO)

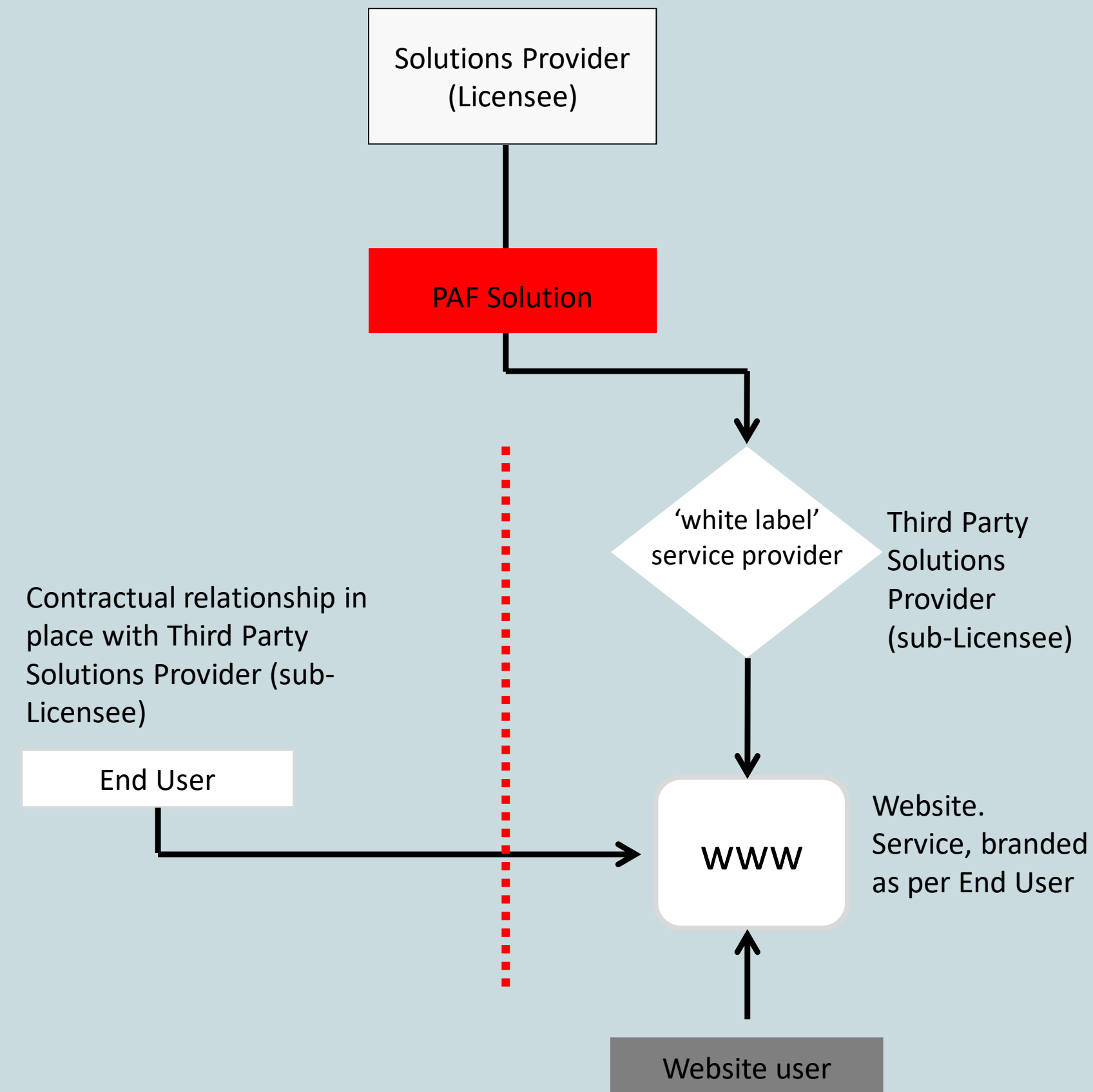


Guidance

- Outsourcing and sub-contracting is permitted via Solutions Providers and End Users
- The Solutions Provider or End User is fully responsible for the actions of the third party
- A sub-contractor must be acting on behalf of the Solutions Provider or End User under a licence practically equivalent to the Solutions Provider's or End User's licence
- Users employed by the sub-contractor should be treated as if they were users of the End User for the purposes of fee calculation
- Multiple Residence and Not Yet Built can be licensed in a similar way (additional licence fees apply)



Providing 'white label' services

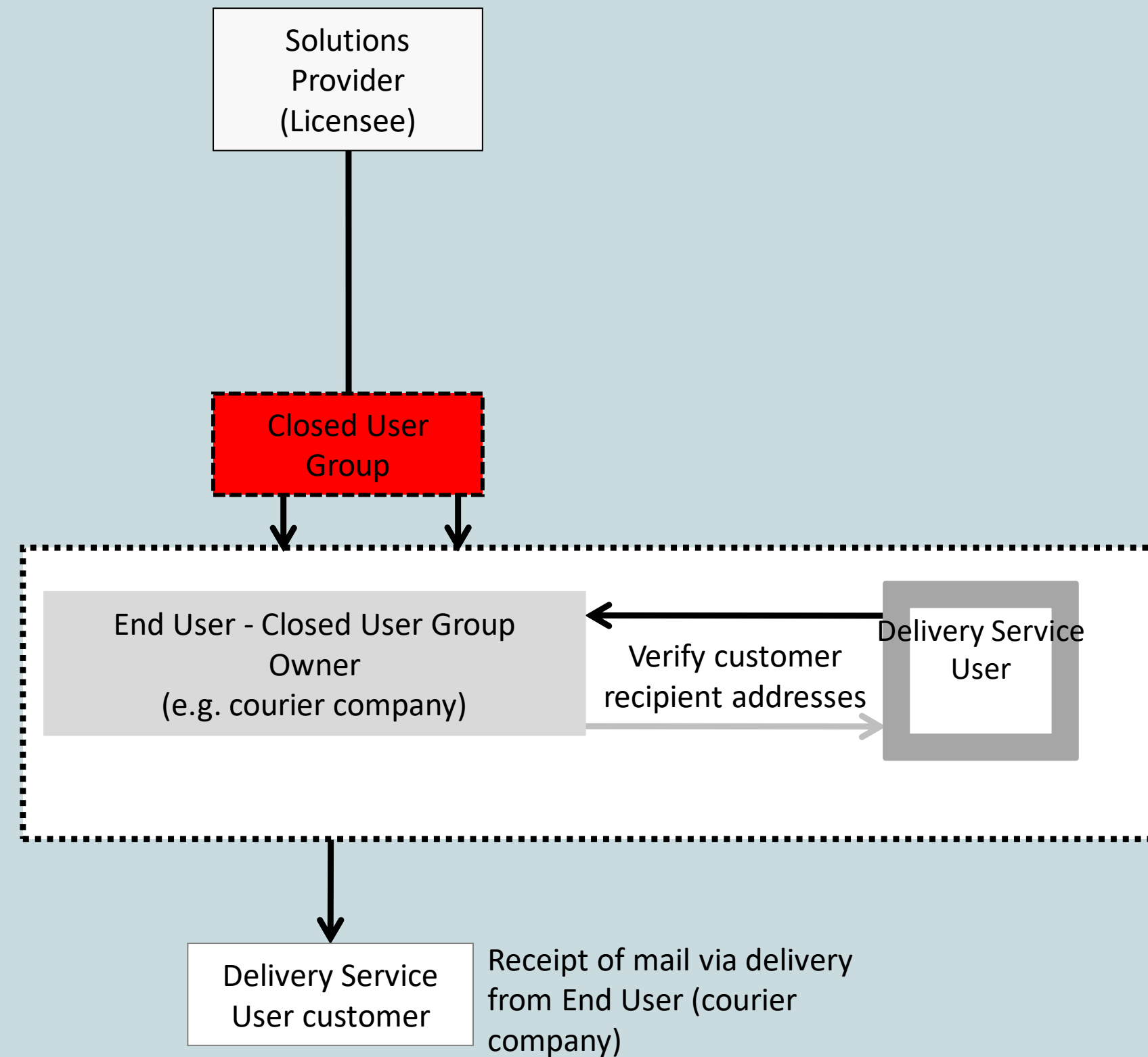


Guidance

- Third parties are able to provide white label PAF Solutions on behalf of End Users
- It is critical to confirm whether the white label provider is acting as a Third Party Solutions Provider (sub-Licensee) or an End User
- The organisation contractually responsible for delivering the product or service to the Website user is likely to be the End User
- A white label service provider supplying services to multiple clients is likely to be the Third Party Solutions Provider
- Multiple Residence and Not Yet Built data is licensed in a similar way (additional licence fees apply)



Providing PAF for mailing products and services



Guidance

- PAF supports business models that require an End User to share its PAF Solution with its business customers (Delivery Service Users) for the purpose of correctly addressing mail.
- To qualify as a Closed User Group Owner the End User must meet certain criteria which expressly includes them delivering mail, packages or products on behalf of the Delivery Service User e.g. providing courier services for a business customer
- Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Licence Fees

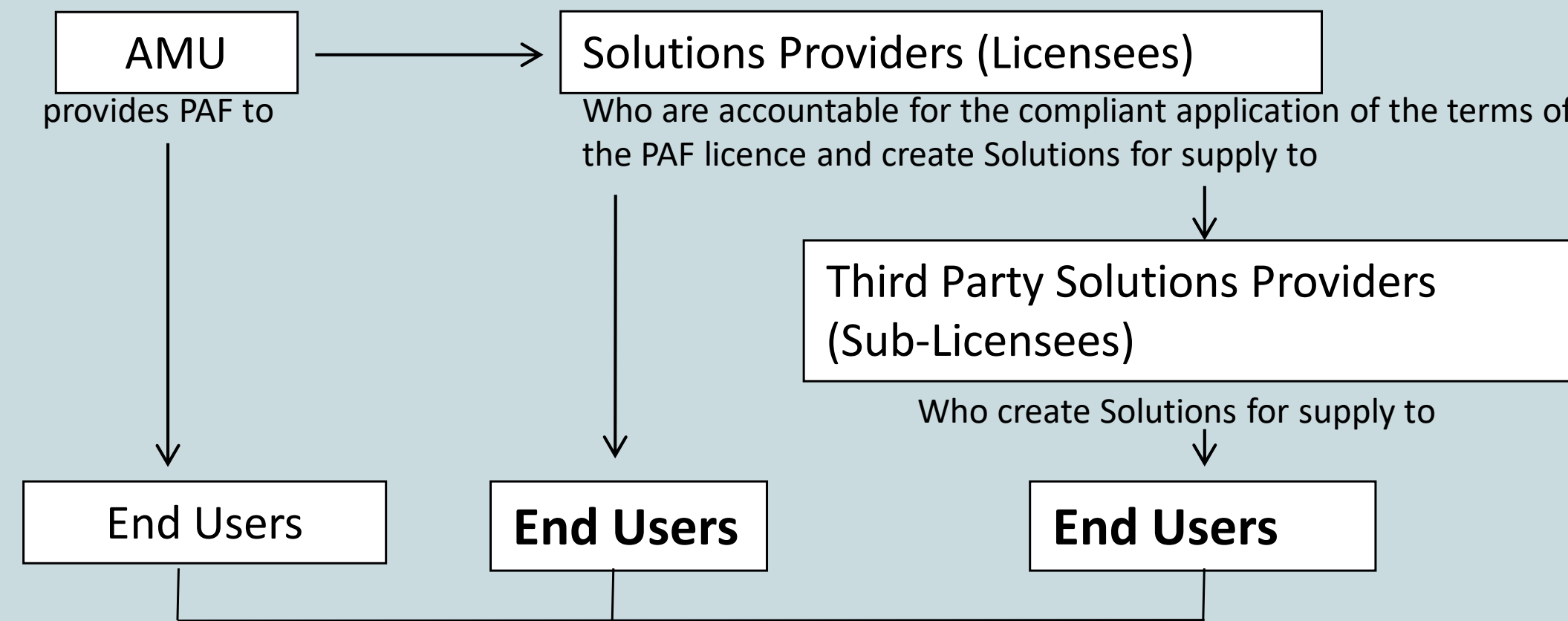
See following pricing guidance.

Apply your knowledge

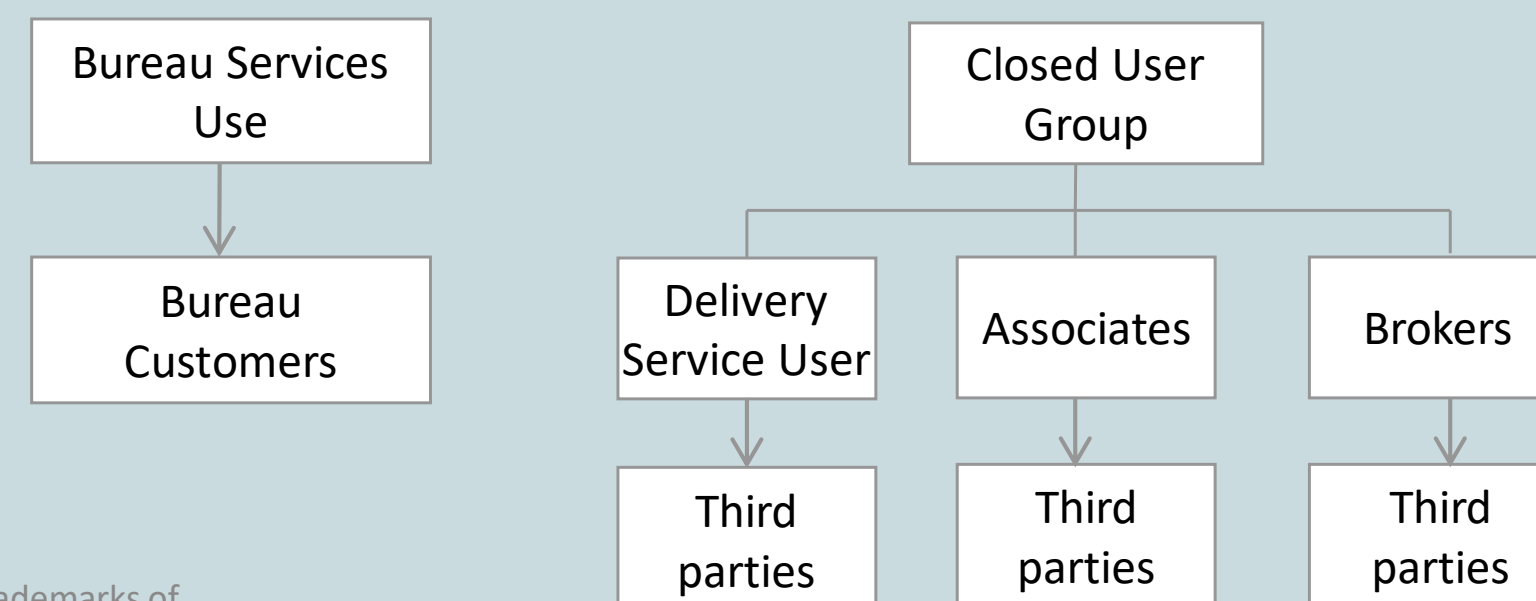


Contractual Relationships

PAF data and all intellectual property rights (IPR) remain the property of Royal Mail or its licensors. The End User acquires no rights in the Data or IPR except as expressly provided in their licence agreement.



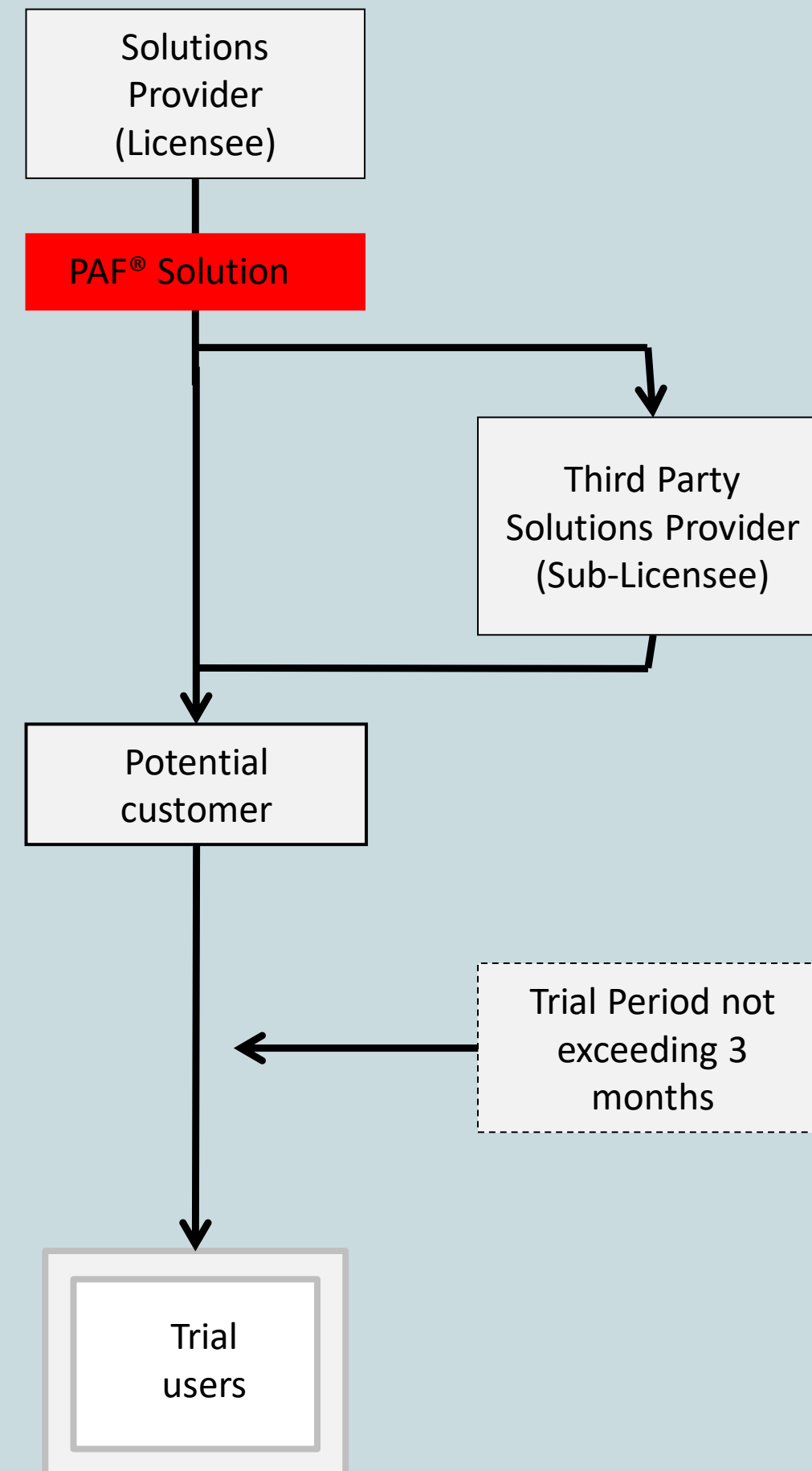
Who may use PAF for



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved



PAF Solution Promotion & Trial



Guidance

- Trial a PAF Solution to a potential customer or let the customer try the Solution via your website
- Before entering an End User agreement a 3 month Trial Period is available.
- No User fees need to be returned for the Solution during the Trial Period
- Also covers demonstration of Solutions on Salespersons computers
- Promotion and Trial of Multiple Residence & Not Yet Built is handled in a similar way

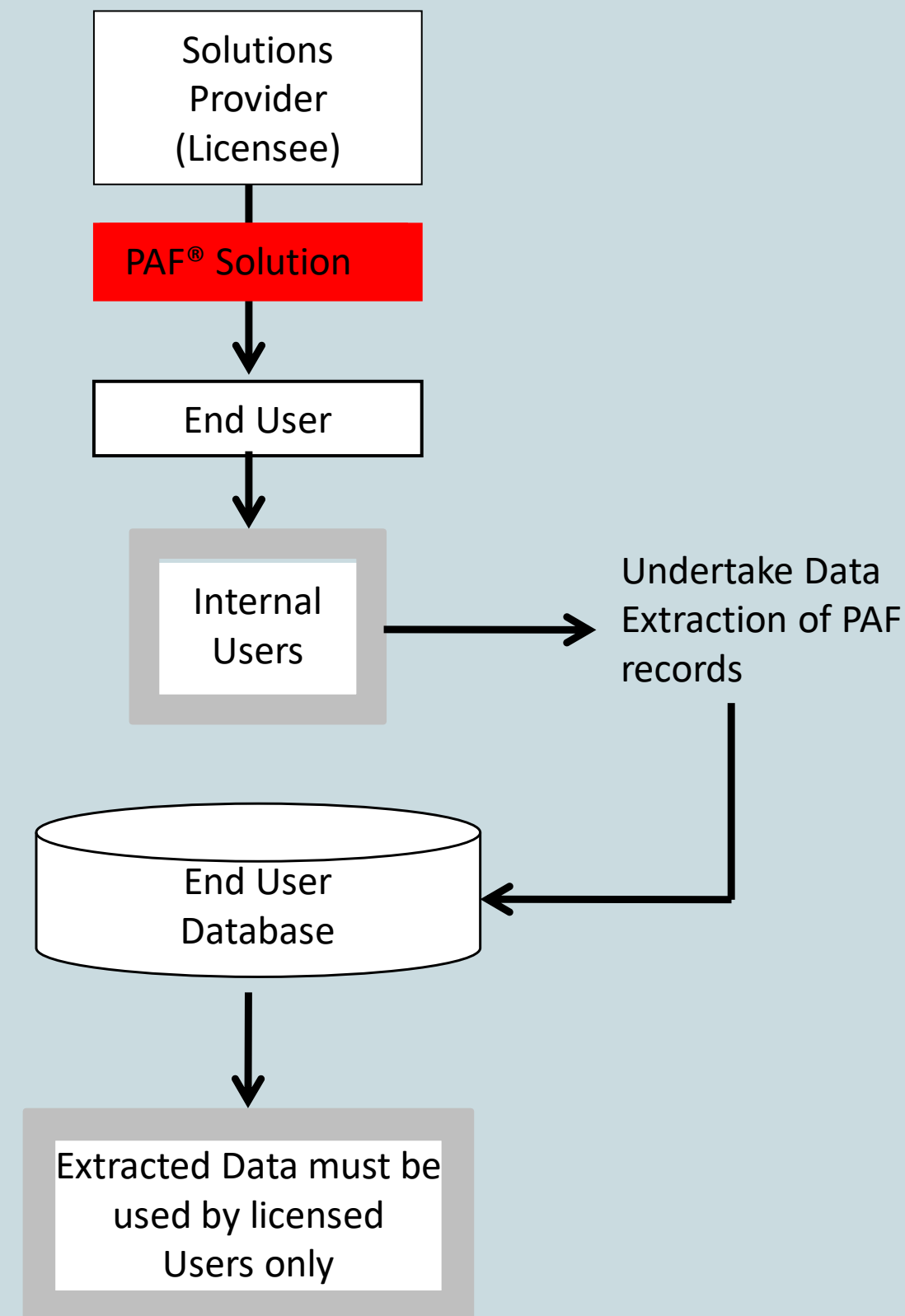
Licence Fees

- For continued use: Once Trial Period is complete, standard Licence Fees are due



Royal Mail and the cruciform are trademarks of Royal Mail Group Ltd. © Royal Mail Group Ltd 2019. All rights reserved

Adding PAF records to your database (Data Extraction)

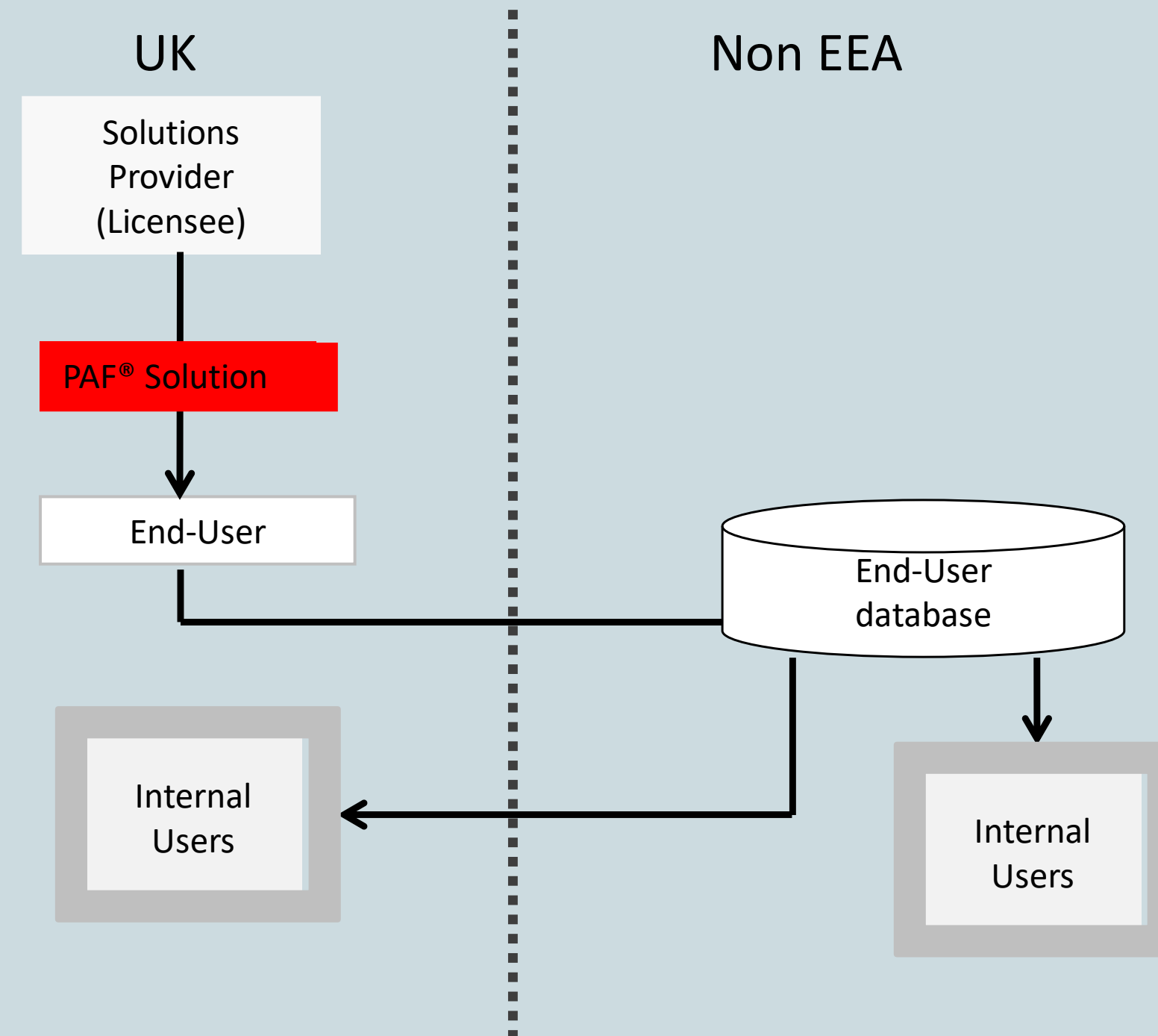


Guidance

- Data Extraction is the process of adding new PAF records into a database where there was previously none.
- Data Extraction from the PAF dataset can only happen in certain circumstances
- Extracted PAF Data can only be used by licensed Users of that same End User
- Extracted Data must not be supplied or any access to it provided to any third party
- Multiple Residence & Not Yet Built is licensed in a similar way (additional Licence Fees apply)



Transferring PAF overseas



Guidance

- Licensees and direct End Users must comply with applicable laws (clause 3.6 in Solutions Provider licence agreement and 3.3 in direct End User agreement)
- In the interests of licence simplicity, the AMU no longer prescribes how data protection rules are applied
- It is up to the Solutions Provider or End-User how to apply any applicable data protection rules

