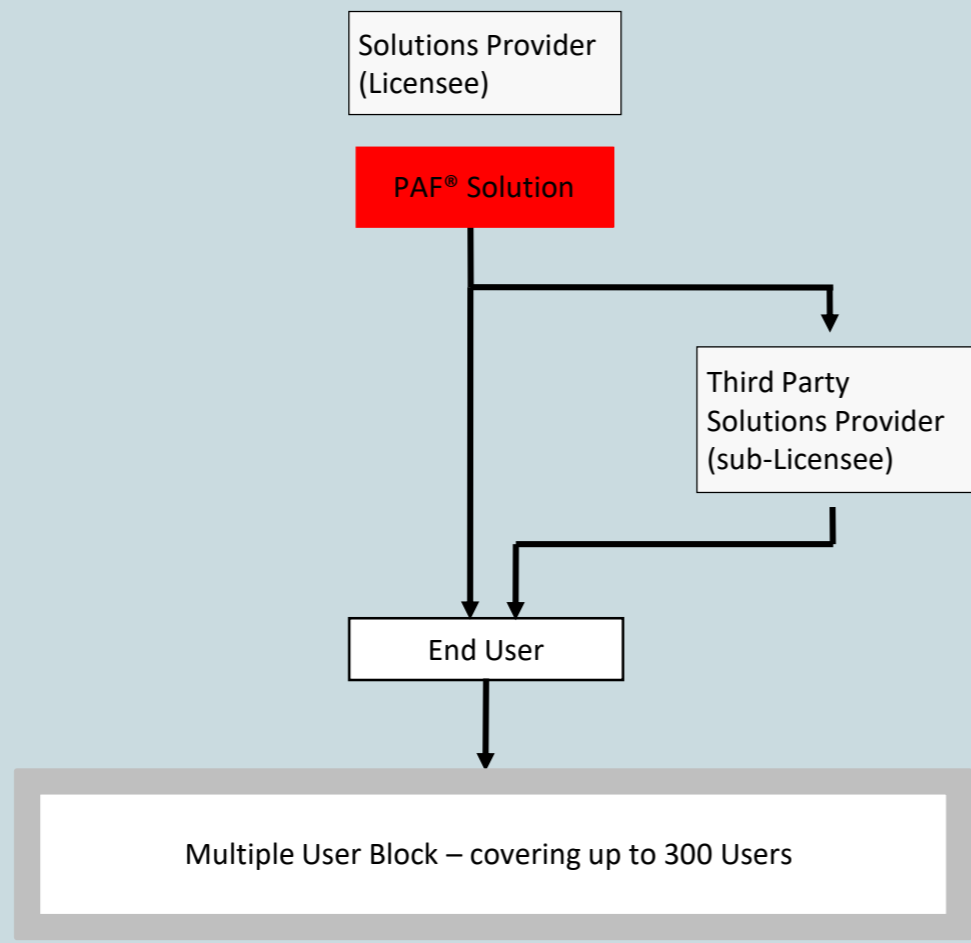


Licensing your customer to use PAF within their organisation – Multiple User Blocks



Guidance

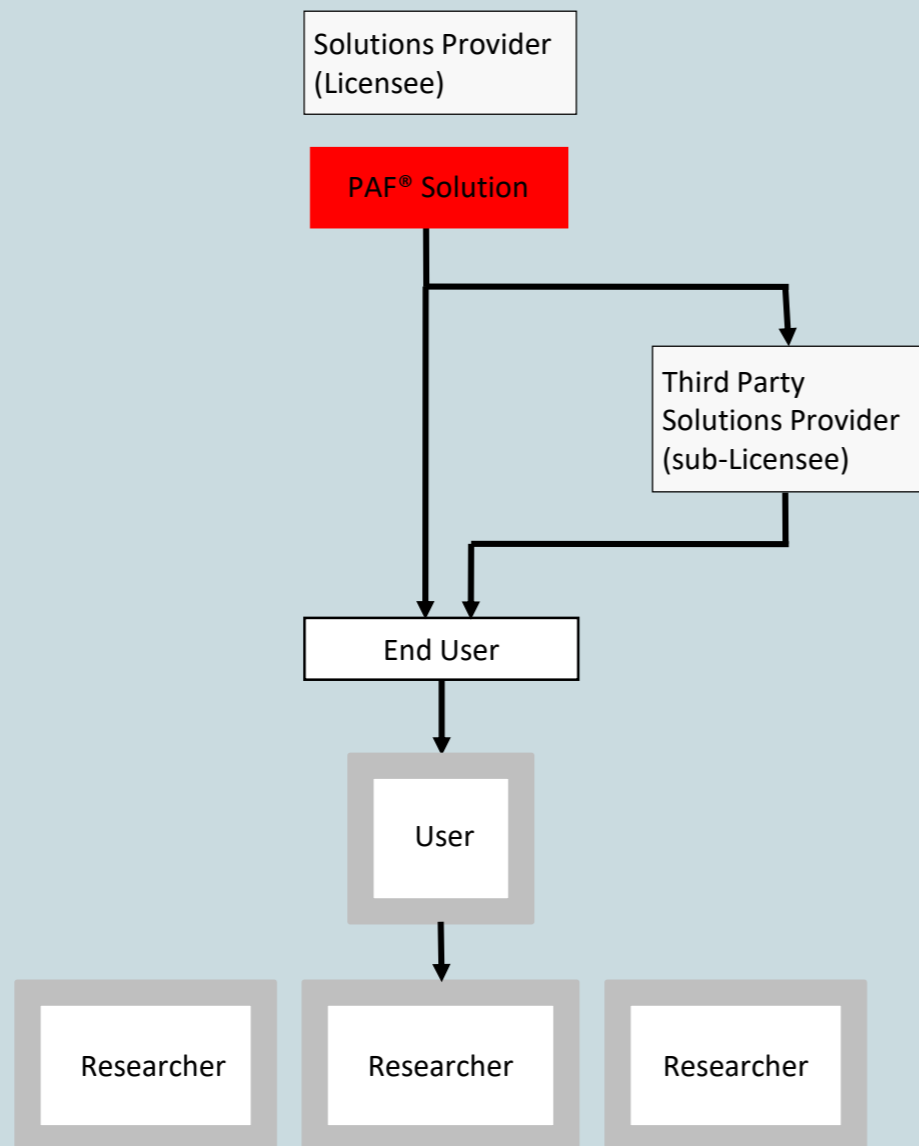
- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries 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



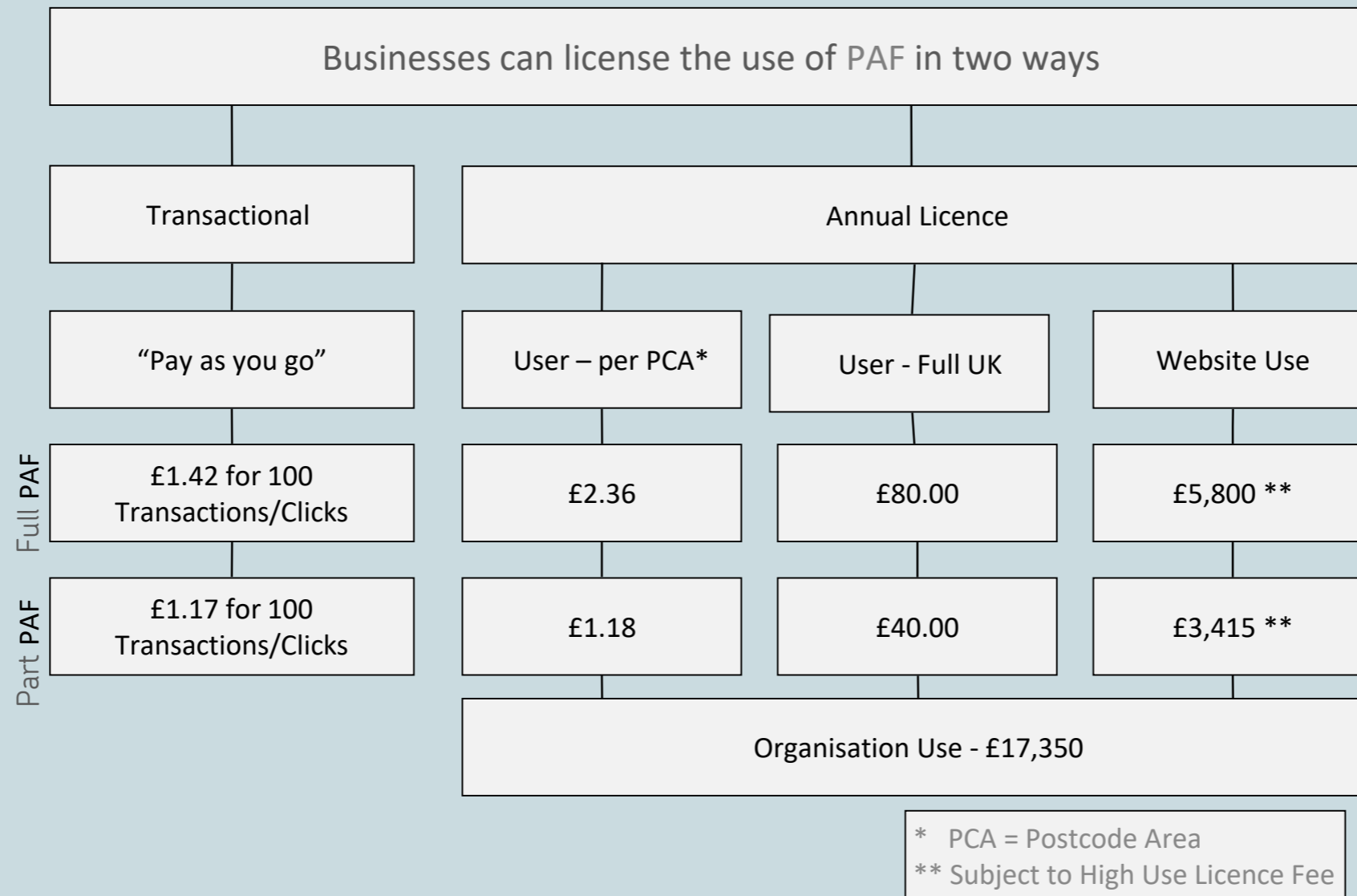
Guidance

- 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

PAF pricing structure



PAF pricing structure

Licence Fees

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
User	£80.00 per User	£40.00 per User	£2.36 per User	£1.18 per User
Multiple User Block (up to 300 users)	£4,800.00 per Block	£1,600.00 per Block	£59.00 per Block	£29.50
Organisation Use	£17,350.00 per year			
Closed User Group (Associates, Brokers, Delivery Service Users)	Capped at £29,000.00 per year per Closed User Group			
Transaction	100 Transactions - £1.42	100 Transactions - £1.17	n/a	n/a
Website Use	£5,800.00	£3,415.00	n/a	n/a
High Use Licence Fee	£5,800.00			

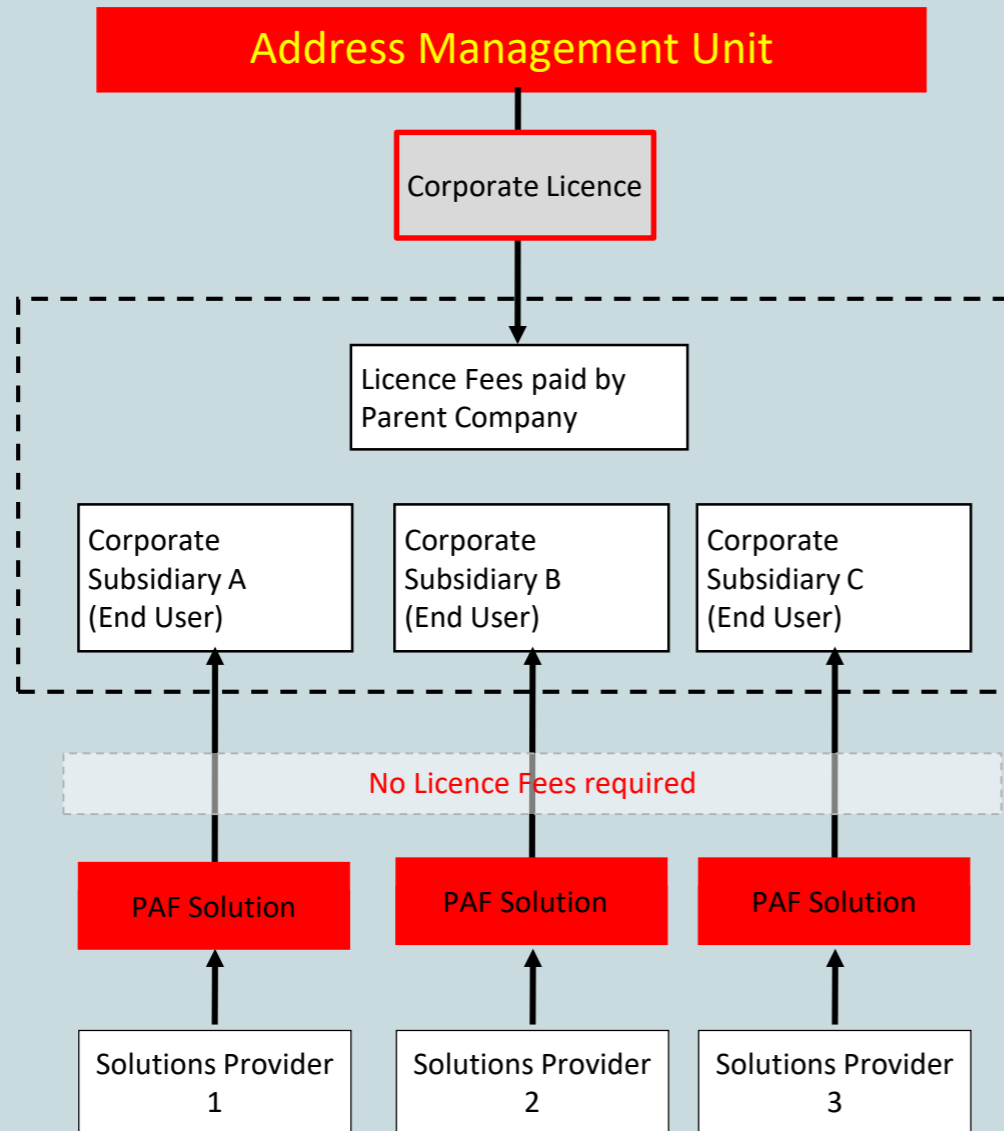
Bureau fees

No of records cleansed or processed

Fee per annum

- Up to 1 million = £282
- Over 1 million up to 10 million = £840
- Over 10 million up to 100 million = £4,200
- Over 100 million = £11,275

Corporate Licences for parent companies

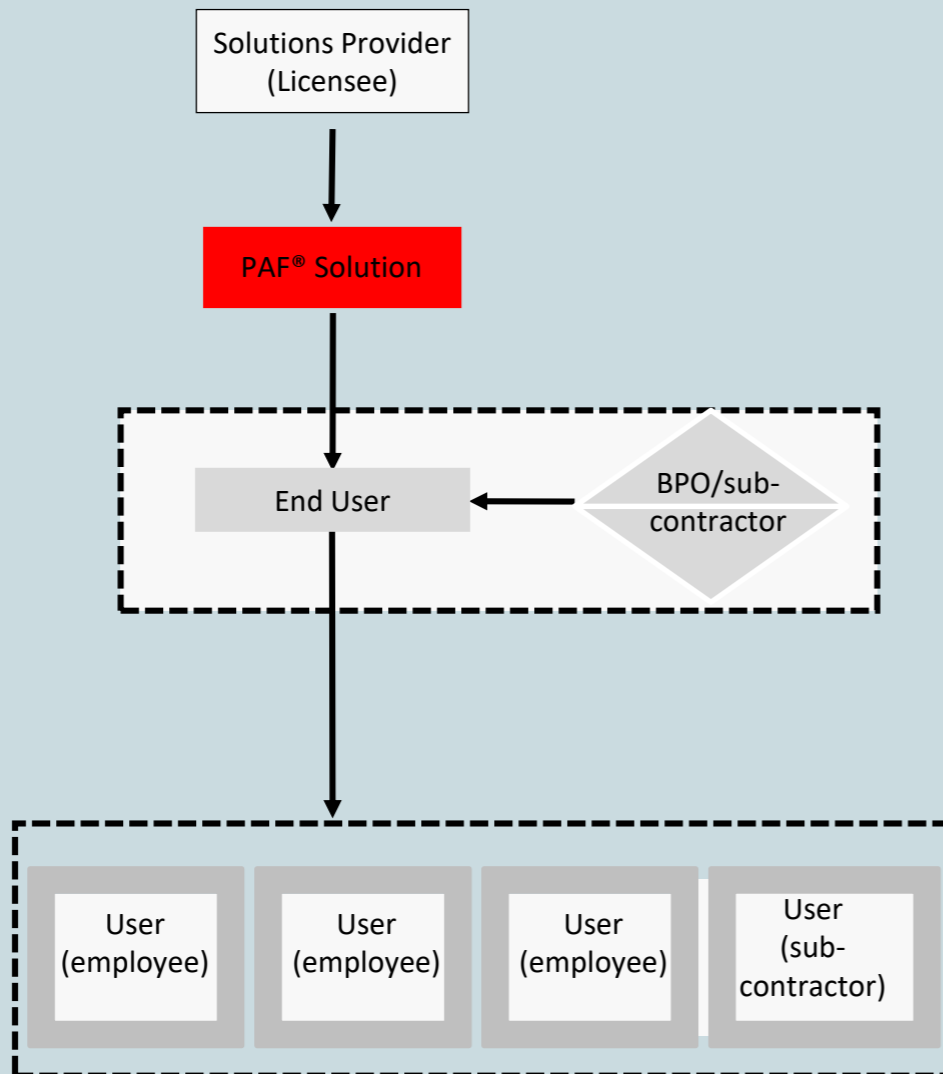


Guidance

- 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)	£138,500.00

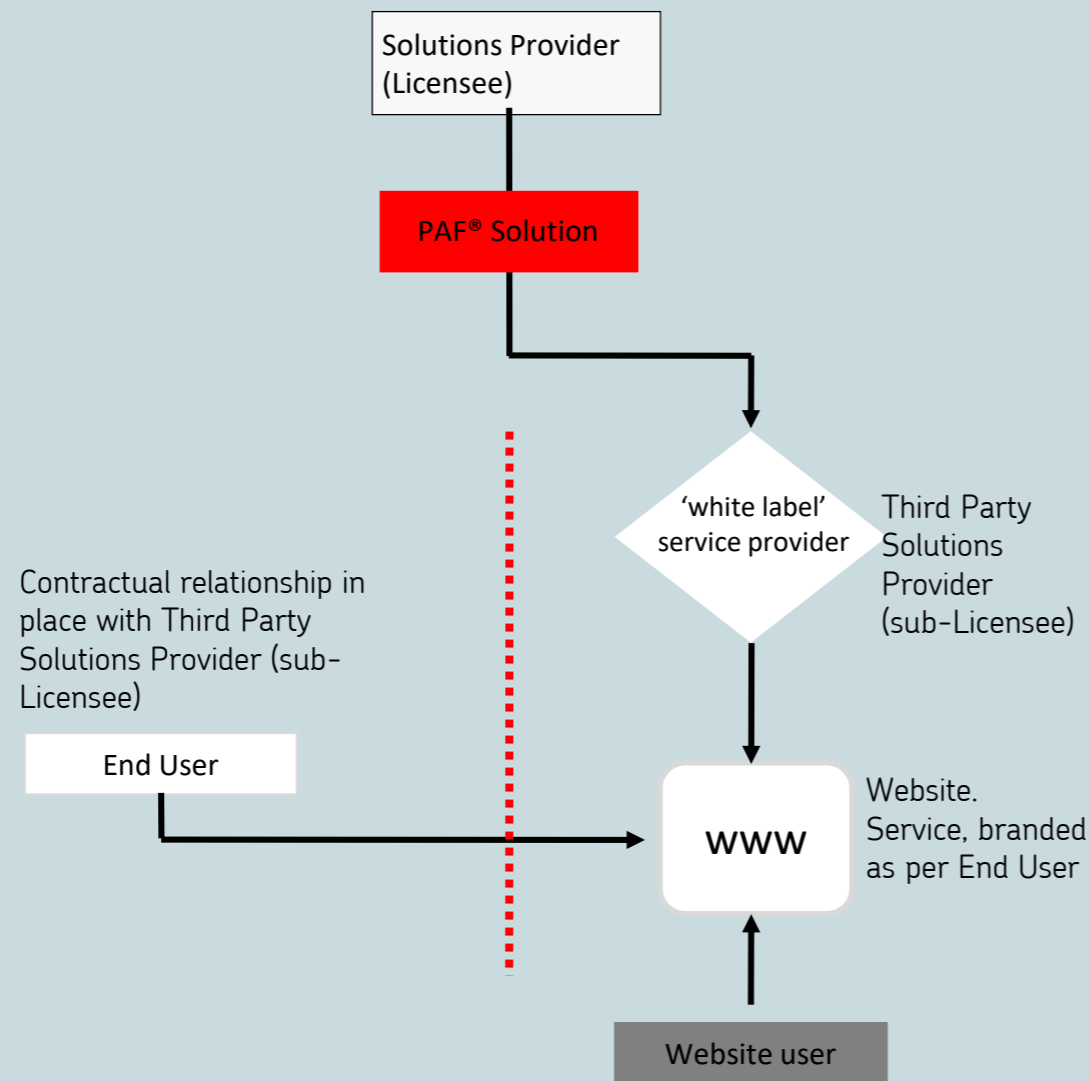
Contracting with third party Sub-Contractors and business process outsourcers (BPO)



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

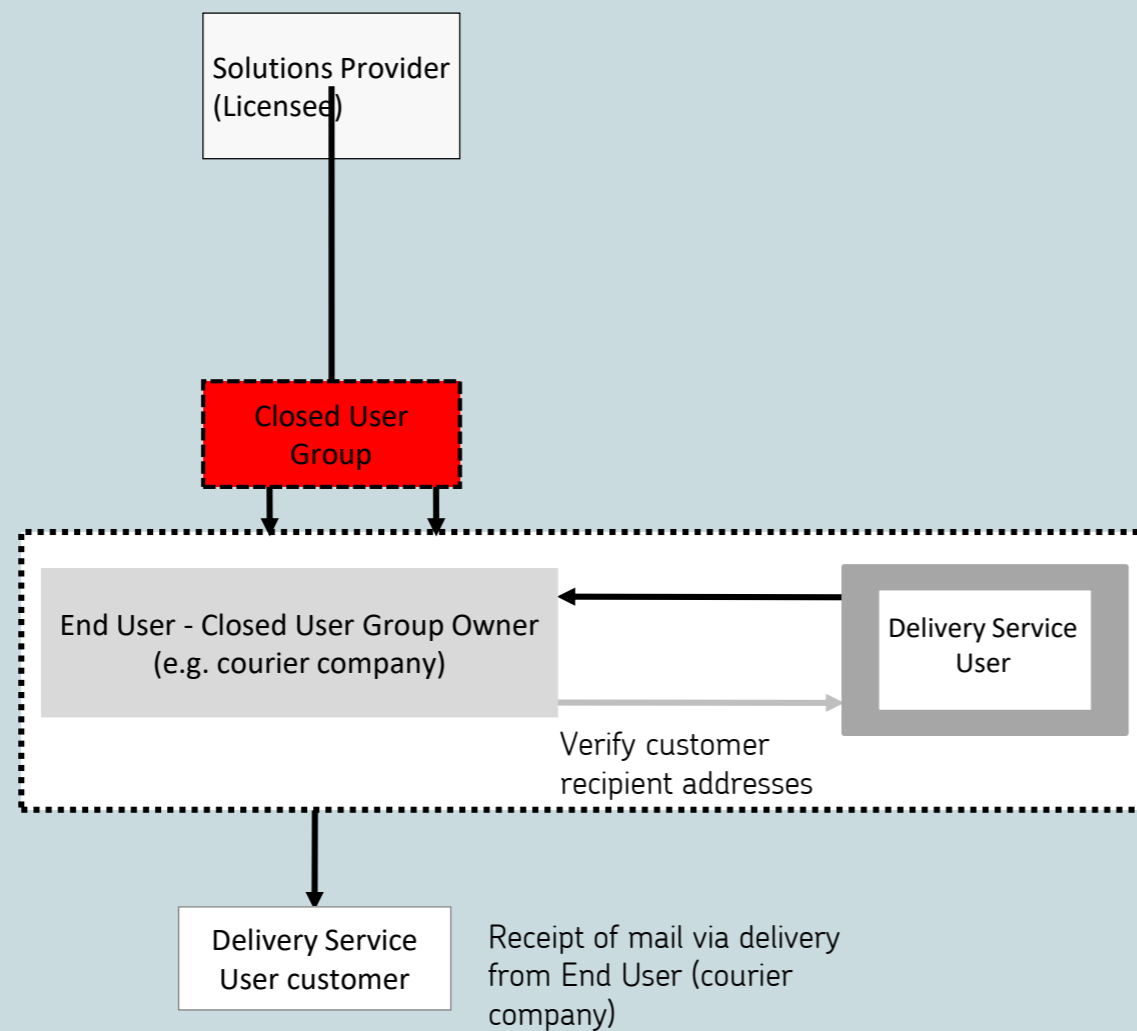


Guidance

- 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

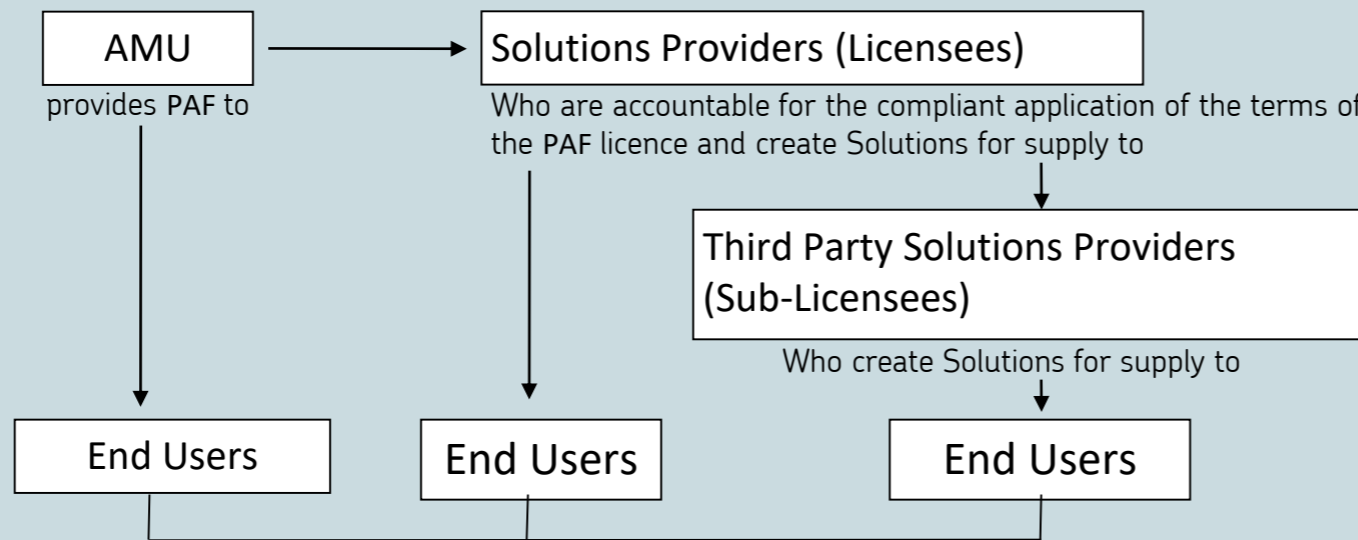
PAF supports business models that require an End User to share its PAF Solution with its business customers (Delivery Service Users) for the purpose of correctly addressing mail.

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

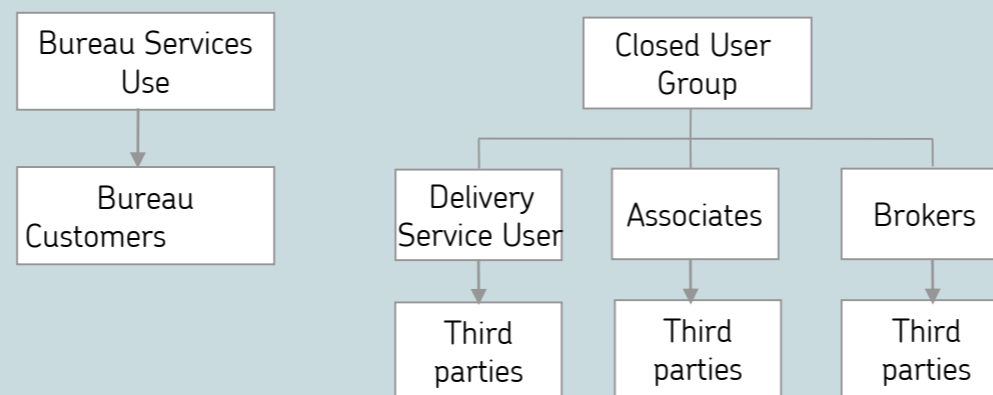
Multiple Residence & Not Yet Built can be licensed in a similar way (additional Licence Fees apply)

Contractual Relationships

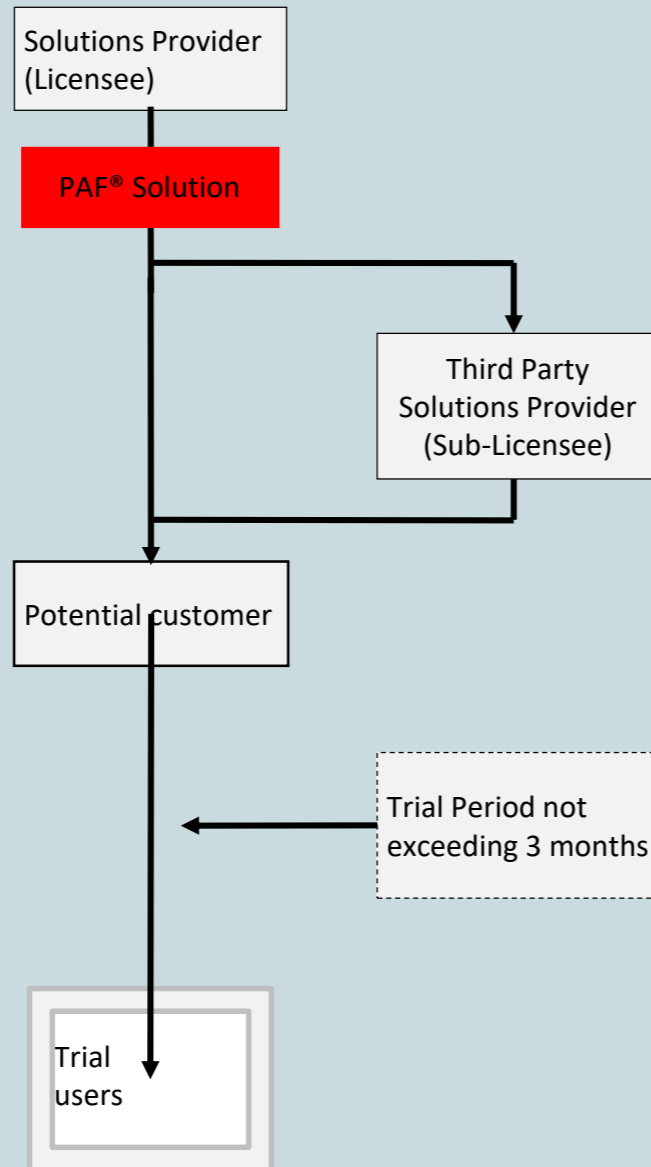
PAF data and all intellectual property rights (IPR) remain the property of Royal Mail or its licensors. The End User acquires no rights in the Data or IPR except as expressly provided in their licence agreement.



Who may use PAF for



PAF Solution Promotion & Trial



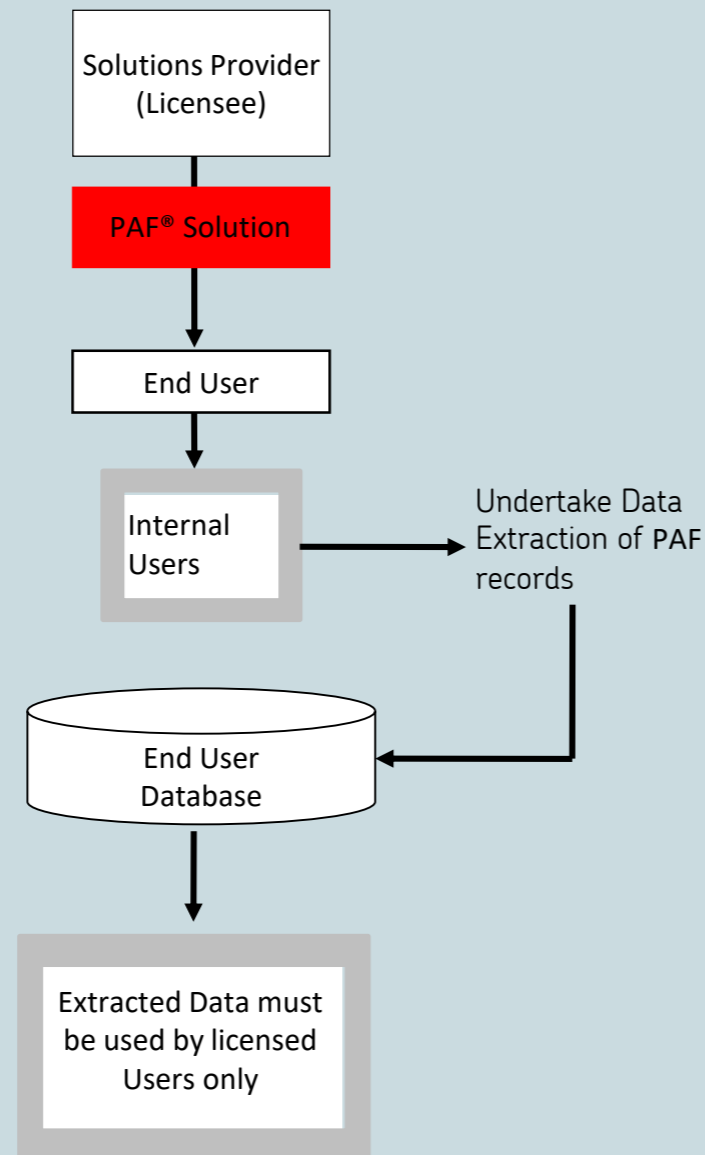
Guidance

- 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

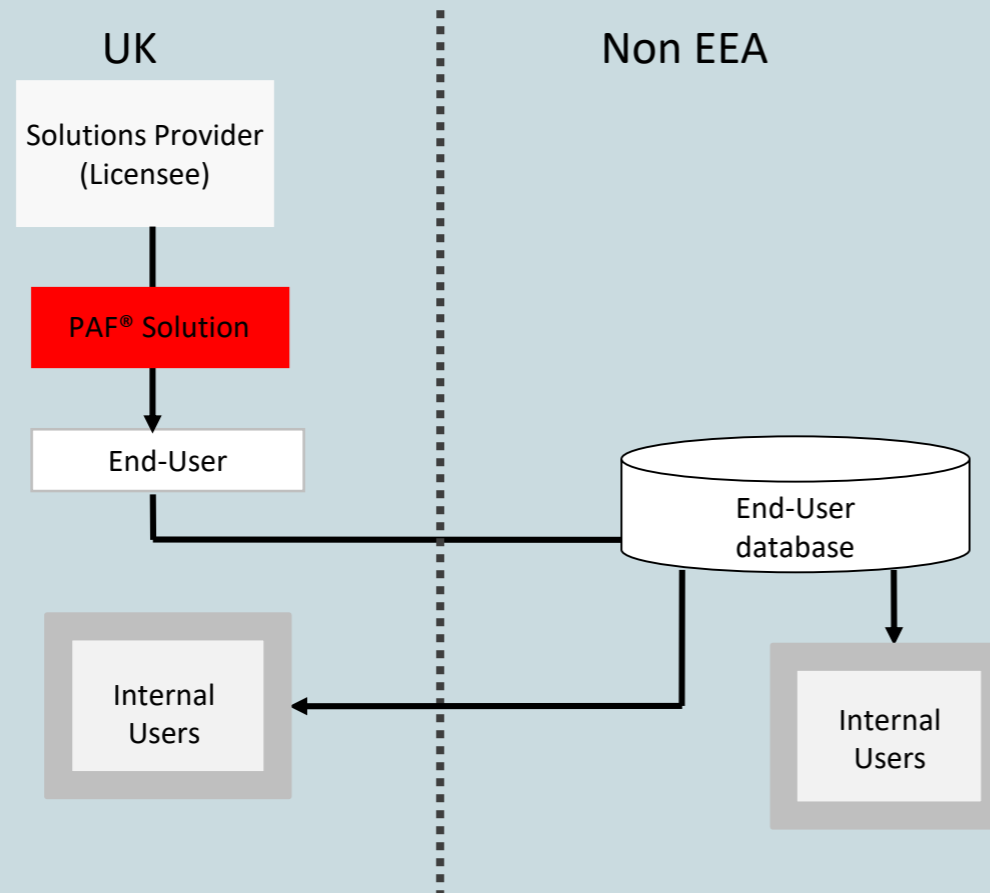
Adding PAF records to your database (Data Extraction)



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