

**Access User Guide Amendment notice number 042 (UGA42): Section 6.10**

**Date: 26 June 2017**

Dear Customer,

We are making changes to Schedule 6: Royal Mail Advertising Mail® and Schedule 7: Royal Mail Responsible Mail® to make provision for supporting the mail industry's Joint Industry Committee with advertising mail volumes by brand name. In line with those changes, we are making the following changes per the red text to Section 6.10 of the Access Letters User Guide:

**"6.10 Presentation of Responsible Mail™ and Advertising Mail™ Mailing Items**

In addition to the Responsible Mail and Advertising Mail requirements as detailed in the respective Responsible Mail and Advertising 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), or only Advertising Mail; and
- each Container containing exclusively Responsible Mail or Advertising 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 or Advertising 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, 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 or Advertising 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 or Advertising 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 or Advertising 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

You must also provide us with a current UCID list that details the originating posting Customer name/trading name for all Responsible Mail or Advertising 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 and Responsible 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 or Advertising Mail Posting meets the Responsible Mail or Advertising Mail specification; and (ii) for the purposes given in the separate Responsible Mail and Advertising Mail 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](http://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 and Responsible Mail Schedules, you must populate the following data entry fields:

- for the applicable Advertising 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 or Responsible Mail posting declared on the Posting Docket, denote the words "OUT" within the "mailing ref" field of the Posting Docket."

#### **Timing**

The changes will **come into effect from 2 January 2018 unless you have accepted an earlier date** to bring into effect Access Letters Contract Change Notice: Number 031 in which case these User Guide changes to Section 6.10 will come into effect on the earlier date that you agreed with us.

Luisa Fulci

Regulated Products Director

Consumer and Network Access