

# LICENSING ANNOUNCEMENT

## JUNE 25, 2010

### Cooperative Database Reminder

**Primary Audience:** NCOA<sup>Link®</sup> Full and Limited Service Providers

**What:** As a reminder, Licensees are permitted to process files from a cooperative database through the NCOA<sup>Link</sup> service. Cooperative database is a repository for the 'house files' of many companies, which holds information on customers and their transactions. These databases are usually maintained (hosted) or managed by data services companies. Many companies will contribute information to a database in return for aggregate information on customers other companies have provided. Such databases are often used for promotional mailings.

Licensees are allowed to process cooperative databases under a single PAF ID. Sections 9.5 (FSP) and 8.5 (LSP) of the Licensee Performance Requirements (LPR) have been updated to reflect this.

For more detailed information regarding cooperative databases, please refer to the PAF Guide located at the following link:

[http://ribbs.usps.gov/ncoalink/documents/tech\\_guides/PAF\\_GUIDE.PDF](http://ribbs.usps.gov/ncoalink/documents/tech_guides/PAF_GUIDE.PDF).

**When:** Ongoing

**Impact:** None

**What you need to do:** Review the information in the PAF Guide and the appropriate LPR and share it with all pertinent contacts within your company.

If you have any questions regarding cooperative databases, contact the Licensing Department at 800-589-5766.