

## **Informed Address Operations Pilot**

### **Corporate Comms - FAQs**

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#### **PILOT OVERVIEW FAQs**

##### ***1. What is Informed Address?***

Informed Address is a new technology that USPS® started piloting in Northern Virginia in February 2020. This technology replaces the recipient's name and street address with a special code in the address block. The only information that most people will be able to see about the recipient will be their city, state, and ZIP5.

Benefits of Informed Address:

- Protect personal privacy by reducing the exchange of consumer data, including location information
- Enable consumers to request mail without sharing their personal information
- Enable mailers to send mail without knowing consumers' physical locations

##### ***2. What is the Informed Address Operations Pilot?***

USPS is sending mailpieces to request feedback from a small number of Informed Delivery users who participated in a previous pilot of a concept called Informed Offers, and opted in to receiving Informed Address mail. (The Informed Offers web platform tested the concept of providing local coupons and offers to consumers and allowing them to opt in to receiving additional physical mail, from brands and retailers, based on categories they were interested in.) The mailpieces also request feedback from users on the Informed Address concept. Recipients are invited to provide feedback through an online survey.

##### ***3. How long will the Informed Address Operations Pilot last?***

USPS will run the pilot's mailing operations and delivery test through the end of the year. Results will help USPS determine whether to scale Informed Address and/or how Informed Address might be improved. If the pilot is successful, Informed Address may expand to additional cities or nationwide.

##### ***4. Why am I receiving an Informed Address mailpiece?***

A sample of Informed Offers users in Northern Virginia who opted in to receiving Informed Address mail were selected to participate in this pilot.

The Informed Address Operations Pilot will be available to select Informed Delivery users in the following ZIP Codes™ in Northern Virginia: 22003, 22307, 22203, 22306, 22308, 22202, 22309, 22042, 22043, 22304, 22310, 22303, 22315, 22311, 22312, 22314, 22207, 22302, 22207, 22302, 22044, 22206, 22204, 22150, 22153, 22031, 22032, 22152.

#### **PARTICIPATION FAQs**

##### ***5. Can consumers choose not to participate in Informed Address pilots in the future?***

Yes, participation in Informed Address pilots is entirely voluntary. Consumers can opt out by emailing the Product Innovation Pilot team ([informedaddress@usps.com](mailto:informedaddress@usps.com)).

## **PRIVACY & SECURITY FAQs**

### **6. *How will consumer privacy be protected during the Informed Address Operations Pilot?***

USPS takes the privacy of customers' mail and personal information very seriously and takes measures to ensure that all personal information is protected. USPS is guided by industry best practices to secure personal information.

### **7. *How can consumers be confident that USPS will protect their personal data from fraud or hacking?***

USPS adheres to the privacy requirements of the Privacy Act established by the federal government. The Privacy Act controls when and how USPS shares personal information and limits the conditions in which that information can be disclosed externally to outside parties.

Any concerns about potential security concerns should be submitted via email to the support team ([informedaddress@usps.com](mailto:informedaddress@usps.com)).

### **8. *How does Informed Address protect consumer privacy?***

Informed Address is a technology that replaces a consumer's name and street address with a special code in the address block. This helps keep consumers' information private, safe and secure. The only information that most people will be able to see about the consumer is their city, state, and ZIP5. All personal information is protected using standard USPS security protocols. This includes protection of USPS.com® account information.

### **9. *How can consumers be confident that third parties will not take advantage of their personal information?***

USPS takes the privacy of customers very seriously and takes measures to ensure that all personal information is protected and not shared with any third parties. USPS is guided by industry best practices to secure personal information.

### **10. *Is USPS selling consumer preferences or personal information?***

No, USPS will not sell any preferences or personal information as part of the Informed Address Operations Pilot.

### **11. *Is the Informed Address Operations Pilot in compliance with GDPR and the California Consumer Privacy Act?***

USPS adheres to the privacy requirements of the Privacy Act established by the federal government. The Privacy Act controls when and how the USPS shares personal information and limits the conditions in which that information can be disclosed externally to outside parties.