

ROYAL MAIL GROUP – ADDRESS MANAGEMENT UNIT
PAF® DATA END USER TERMS – BUREAU SERVICES (“Bureau Terms”)

In these Bureau Terms the following terms have the following meanings:

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| Bureau Customer | a customer for a Bureau Services; |
| Bureau Services | a service comprising the Data Cleansing of a Bureau Customer's database and the supply of the resulting Cleansed Bureau Customer database back to the relevant Bureau Customer; |
| Data Cleansing | the processing of existing data records using PAF® Data: (a) including validating, reformatting, correcting or appending additional data to those records, and (b) including the use of PAF® Data within address capture applications, but (c) not including Data Extraction (whether carried out by an address capture application or otherwise), and Cleansed shall be read accordingly |
| Data Extraction | the extraction of PAF® Data or any part of it for the generation of new address records in a new or existing database; |
| Substantially All Database | a database which on its own or as part of another database comprises all or substantially all the addresses in the United Kingdom or any of England, Wales, Scotland or Northern Ireland; |

1. The Bureau Customer may provide Cleansed data to third parties provided that if such databases are Substantially All Databases:
 - (A) such databases are not represented or held out as a master, original or comprehensive address database or other similar description,
 - (B) the access is provided in the course of the Bureau Customer's normal data supply or routine business activities and is not carried on as a business in its own right, and
 - (C) the provision includes a prominent notice that the relevant Cleansed data has been cleansed against PAF® Data.

4. The Bureau Customer may use the following statement on the Bureau Customer's publicity and marketing material: "[Name] processes databases against Royal Mail's PAF® databases" provided that such use is reasonable.