




Responsible Mail Guide

ALL MAILINGS MUST FIRST COMPLY WITH THE ADVERTISING MAIL REQUIREMENTS IN ORDER TO ACHIEVE A RESPONSIBLE DISCOUNT, PLEASE REFER TO THE ADVERTISING MAIL REQUIREMENTS ON THE SEPARATE DOCUMENT, THE REQUIREMENTS BELOW ARE THEN IN ADDITION TO THESE PREVIOUS REQUIREMENTS.


REQUIREMENT		ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE
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1. General

Is this Direct Mail (DM)? Responsible Mail is for addressed items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause. All mailings are considered individually on their own merits to determine if they qualify for Responsible Mail. Please refer to the 'Advertising & Responsible Mail Content Guide' for guidance on types of mailings that do and do not qualify.


 Seeds/samples received will be accepted as evidence

Are the Mailing Items Letter or Large Letter format? All Mailing Items to qualify as Advertising Mail must be addressed Direct Mail Letter or Large Letter format mailing items.

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Are there sufficient items to qualify?

Each Advertising Mail Daily Posting must comprise of at least 4,000 Mailing Items per service per day. **The 4,000 item minimum applies whether the items are Letter or Large Letter format**

 Secured Mail Docket Hub will be used to verify item quantity.


2. Data - Entry

Are at least 90% (95% for immediate applications) of Mailing Items fully and accurately addressed and Postcoded in accordance with Royal Mail's Postcode Address File (PAF®)?


 Computer planning reports will be accepted as evidence.

Have the MPS, including MPS Deceased, lists been run against any cold data in this mailing to ensure any matches were suppressed within 30 days of the mail being delivered to the recipient?

In instances where data is not from a consent based file a documented procedure must be in place and used to suppress customer and prospect data against the Mailing Preference Service (MPS), including MPS Deceased, and every address list for each Advertising Mail® posting must be run against these files 30 days or less before the Mailing item that uses the data is delivered to the recipient.

 A signed copy of each customer's data process map (detailing timescales, suppression process etc) on this will be accepted as evidence. This may be signed by their customer, or their customers' supplier who may complete the process on their customers' behalf

Has the data been run against an internal suppression file within 30 days of the mail being delivered to the recipient? An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the Mailing Item that uses the data is delivered to the recipient.







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INTERMEDIATE		
<p>Has one or more commercially available and up to date deceased and goneaway file (such as Royal Mail's Universal Suppression Service) and commercially available business goneaway files (such as Royal Mails Business Changes File) been run against in the campaign 30 days or less before the mailing item that uses the data is delivered to the recipient?</p> <p>Have mailing items returned as deceased and goneaways from previous mailings, and opt outs returned to the customer from previous mailings, been removed from future mailing lists within 3 months of receipt?</p> <p>Does each responsible mail™ item clearly incorporate information as to how the addressee can register to unsubscribe preference options relating to any or all of the sender's legal entity brands and/or products for a period of one year?</p>	<p>✓</p>	<p>A signed copy of each customer's data process map (detailing timescales, suppression process etc) on this will be accepted as evidence. This may be signed by their customer, or their customers' supplier who may complete the process on their customers' behalf</p> <p>Seeds/samples received will be accepted as evidence</p>

3. Responsible Sourcing & Recycling - Entry

Do the paper products used (envelope & contents) contain recycled fibre from recovered waste paper and/or virgin fibre sourced from a forest certification scheme approved by Central Point of Expertise on Timber Procurement (CPET)?

Valid certificates from the supplier(s) to show chain of custody for the paper source (ie it is supported by a forest certification scheme approved by (CPET)

Are paper products produced using non-chlorinating bleaching methods: Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching?

Valid certificates, report or signed declaration from the printer or paper supplier that the paper product is produced using non-chlorine bleaching methods.

Are all paper elements, including window and padded envelopes, of your posting recyclable?

Provide information on material used & mailpiece

Are paper products used in the mailing sourced from paper mills that operate in an environmental management system conforming to BS EN ISO 14001 and / or eco-management and audit scheme (EMAS)?

Valid certificates, report or signed declaration to demonstrate that the paper mill operates an EMS and /or conforms to BS EN 14001

Do the printers, mailing houses, or in-house mailing facilities used to produce the mailing item have a documented commitment to environmental management and a baseline for environmental performance which identifies and ensures compliance with environmental legislation and develops environmental objectives, targets and programmes?

Valid certificates, report or signed declaration to confirm production methods meet requirements

Does the mailing item have less than 90% ink coverage?

Declaration from the printers that the ink coverage (i.e ink density for de-inking purposes) is less than 90%

Does the posting contain a clear and visible acceptable recycling logo? All Responsible Mail must contain a logo on how to recycle the mailing item on the envelope. You can download a suitable recycle logo from <https://partners.wrap.org.uk/campaigns/recycle-now/>

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Have none of the following prohibited items been used?

- Polywrap envelopes
- Laminate finishes

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INTERMEDIATE		
<p>Have none of the following prohibited items been used:</p> <ul style="list-style-type: none"> • ultraviolet varnish finishes • rubber based adhesives. <p>Do all the printers, mailing houses or in-house mailing facilities used to produce Responsible Mail™ maintain environmental management systems which accord to BS EN ISO 14001?</p>		<p>Seeds/samples received will be accepted as evidence</p> <p>Valid Certificates, report or signed declaration to confirm production methods meet requirements</p>

3. UCIDs

Has the mailing been uploaded against an appropriate Client/Sub-Client UCID? All mailings must be assigned to a UCID that pertains consistently to the Originating/Advertising Client for the use of audit purposes when the data is uploaded to Secured Mail Docket Hub and not any other third party (e.g. mailing houses, data processing companies etc.). Please contact your Secured Mail Account Manager or email ucid@securedmail.co.uk if you are unsure of this process. Please note: The UCID and Originating/Advertising customer will be sent to Royal Mail for Advertising Mail audit purposes.



Secured Mail Docket Hub will be used to verify

4. JIC

Has the applicable opt In/Out action been chosen for The JIC Initiative? For all Responsible Mail Services, the JIC Opt In/Out option must be chosen for each upload. please contact your account manager or email JIC@securedmail.co.uk if you are unsure of this process. Please note: If the Opt In option is chosen, the Industry Input Data relating to the mailing will be shared with MARB and in turn the Independent Marketing Specialists who will publish and circulate the data.



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REQUIREMENT



ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE

5. Seeds

Have the applicable Seed items been added to the data with the correct UCID and Mailing Reference (where applicable) printed on these seed items? All advertising mailings must contain 2 seeds to the address' below, please refer to the 'adding seeds' document on instructions for this process.

Client Services UCID
Mailing Reference
Secured Mail
Calver Road
Winwick Quay
Warrington
WA2 8UD

Royal Mail Sample UCID
Mailing Reference
Royal Mail Wholesale
PO Box 72662
London
E1W 9LD



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6. Proofs

Have proofs be sent upfront for content verification? You must email a sample of the mailing to advertising@securedmail.co.uk prior to mailing stating the Secured Mail Docket Hub job reference.



Proofs received will be accepted as evidence

Secured Mail reserve the right to remove the advertising discount at any time before or after the mailing has been sent if it is found to be non-compliant or any of the above procedures have not been adhered to.

Secured Mail
Calver Road
Winwick Quay
Warrington, WA2 8UD

t: +44 (0)330 05 35 900
e: enquiries@securedmail.co.uk
www.securedmail.co.uk

