

# RESPONSIBLE MAIL™ AUDIT

REQUIREMENT	✓	ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE
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## 1. GENERAL

**Is this Direct Mail (DM)?** Responsible Mail™ is for addressed Direct Mail Letter format or Large Letter format Mailing 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.

*Seeds/samples received will be accepted as evidence*

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

**Are there sufficient items to qualify?**

Each Responsible Mail™ 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.**

*\*Royal Mail collects the Advertising Standards Board of Finance (ASBOF) levy on behalf of ASBOF for all downstream access direct mail mailing items presented as Advertising Mail or Responsible Mail (if both of those are used in conjunction for a mailing the levy is applied only once and not across both services). For more details please visit [www.asbof.co.uk](http://www.asbof.co.uk)*

## 2. DATA

**Standard Access items:** Are at least 90% (**95% for intermediate applications**) of mailing items fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF)?

*ONEPOST can supply the computer planning report summary to RM to prove if this data is correct*

**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.

**FOR ENTRY LEVEL APPLICATIONS GO TO SECTION 3  
FOR INTERMEDIATE APPLICATIONS PLEASE COMPLETE THE FOLLOWING QUESTIONS BEFORE MOVING ONTO SECTION 3**

**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 the campaign 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*

**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?**

*Seeds/samples received will be accepted as evidence*

**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?**

*Seeds/samples received will be accepted as evidence*

*† For the purposes of this specification all references above to the term "delivered" shall mean "posted" as notified to Royal Mail by the customer.*

## 3. RESPONSIBLE SOURCING & RECYCLABILITY

**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*

**Continued over →**

# RESPONSIBLE MAIL™ AUDIT CONTINUED

REQUIREMENT	✓	ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE
Does the mailing item have less than 90% ink coverage?	<input type="checkbox"/>	<sup>†</sup> Declaration from the printers that the ink coverage (ie 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 <a href="http://www.onepost.co.uk/library/resources/">www.onepost.co.uk/library/resources/</a>	<input type="checkbox"/>	
Have none of the following prohibited items been used: polywrap envelopes • laminate finishes.	<input type="checkbox"/>	Seeds/samples received will be accepted as evidence
<b>FOR ENTRY LEVEL APPLICATIONS GO TO SECTION 4 FOR INTERMEDIATE APPLICATIONS PLEASE COMPLETE THE FOLLOWING QUESTION BEFORE MOVING ONTO SECTION 4</b>		
Have none of the following prohibited items been used: • ultraviolet varnish finishes • rubber based adhesives.	<input type="checkbox"/>	Seeds/samples received will be accepted as evidence
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?	<input type="checkbox"/>	<sup>†</sup> Valid certificates, report or signed declaration to confirm production methods meet requirements

<sup>†</sup> electronic versions are acceptable for these requirements

## 4. SEEDS

Does each mailing contain seed items addressed to Royal Mail? or Has a representative sample of the mailing pack been sent to Royal Mail prior to posting or on the day of posting with details of the posting date & identifying information? For each Posting the Customer must provide Royal Mail with a sample of the Mailing Item to be used prior to posting or include Royal Mail as a seed in the Posting to verify conformance to the Responsible Mail™ specification. The Customer is required to provide a sample/seed that is an exact reproduction of the Mailing Items posted in terms of both envelopes used and contents enclosed for each Responsible Mail™ Posting, the Seed address is: <i>Royal Mail Sample, Royal Mail Wholesale, PO Box 72662, London, E1W 9LD. ONEPOST will add the Royal Mail seed address to the data prior to sorting unless specifically asked not to.</i>	<input type="checkbox"/>	Seeds/samples received will be accepted as evidence
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- I confirm I am applying for Entry level discount
- I confirm I am applying for Intermediate level discount

I confirm my response to each of the above criteria are true.

Signature: .....

Print Name: .....

Job Title: .....

Company Name: .....

Date: .....

Name of Mailing: .....

Mailing date: .....

**For assistance with completing the form, please speak to your Business Manager or Account Manager. 0800 138 3551.**

Once completed please email to: [client.services@onepost.co.uk](mailto:client.services@onepost.co.uk),  
 fax to 0844 249 2912 or post to:  
 Client Services  
 ONEPOST  
 Marine View Office Park  
 42 Martingale Way  
 Portishead  
 BS20 7AW



Printed on 100% recycled stock



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