Introduction to Raw Data

Raw Data contains no software and must be processed for use in IT applications. If you do not wish to program PAF® or Postzon™ based data then we can supply it to you in a pre-written application known as UK Addresses on CD. The other alternative is to purchase a third party product from one of our licenced Solutions Providers:

www.royalmail.com/supplierdirectory

The Raw Data products comprise:

1. **Alias™**

2. **Just Built™**

3. **Multiple Residence™**

4. **Not Yet Built™**

5. **PAF®**

6. **PIF™**

7. **Postzon™**

8. **UDPRN**

9. **Payment and Delivery**

1

Alias™

What is it?

The Alias™ file is a raw data product that was designed to be used with the PAF® Mainfile, although some customers have successfully adapted it to use as a stand alone product. A small part of the Alias™ data is also added to our UK Addresses on CD product.

Please note that the information contained on Alias™ does not form part of PAF® and so its accuracy cannot be guaranteed.

1000003728EX238HOLLABURY
1000003728EX238BOWDEN
1000003728EX238POUNDFIELD
1000003728EX238FLEXBURY PARK
1000003728EX238MAER DOWN
1000003728EX238HILL HEAD

32558967900000000SBNCGRANNY FLAT
32560068400000000SAKC1 KIRKABISTER
32560356200000000SAKPTHE KNOWE
32560357700000000SBNPSCHIEHALLION
32560359000000000SBNPEVRABISTER
32560359000000000SBNPKLINGRA HOUL
32560359800000000SORCD C ELECTRICS

Alias™ text files

What would I use it for?

The Alias™ file helps you find the right postal address from information that is 'postally not required'. This is information that is used by the public when addressing mail but does not actually form part of Royal Mail's PAF® address. With Alias™, trading names, house and building names, replacement street names, local names, historical county names and disused locations can all be cross-referenced and the address correctly identified.

Here are the main data fields:

Locality This holds short forms, local names, and 'postally-not-required' details.

Thoroughfare This contains replacement street and road names for a given locality, thoroughfare or dependent thoroughfare combination.

Delivery Point Alias™ This holds additional information at given addresses, such as trading names and building names.

County This holds traditional, administrative and postal county information.

What are the benefits?

1 find addresses with only limited information

2 correct your inaccurate records

3 reduce wastage – incorrect addresses cannot always be delivered

What format(s) does it come in?

The file is available on the following media types:

1 CD-Rom (ASC II)

2 internet download

3 FTP (due to launch 2010)

Detailed Alias™ technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for up-to-date information: **www.royalmail.com/alias**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF® Main File
click here

Not Yet Built ™
click here

Just Built™
click here

Multiple Residence™
click here

Where can I go for more information?

www.royalmail.com/alias

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

Just Built™

What is it?

Just Built™ is a mailing list data file which is an invaluable tool for building up your customer database. Updated every month, it lists the addresses and postcodes of all newly built properties capable of receiving mail, giving you a head start in targeting fresh opportunities.

Just Built™ Keyed text file

Just Built™ Expanded text file

Just Built™ Ranges text file

What would I use it for?

Just Built™ is your head start in the world of direct mail: a monthly-updated database of all newly-built homes capable of receiving mail. With full UK coverage and complete segmentation by postcode, you can target new home-owners at the right time and be the first to reach those vital new opportunities. New home owners are often in the market for loans, credit cards, insurances, new furniture and home improvements, so it's good to hit the property with your offer soon after they've moved in.

What are the benefits?

1 Ideal for targeting new home owners

2 Integrates with existing customer databases

3 Full UK coverage (excl. Jersey, Guernsey and Isle of Man)

What format(s) does it come in?

Just Built™ is updated monthly and supplied on CD-Rom as a complete refresh of data. Three types are available:

Just Built™ Keyed File

Relational style database. Must be used in conjunction with the PAF® Mainfile, or Type 1 and Type 2 PAF® Changes Products.
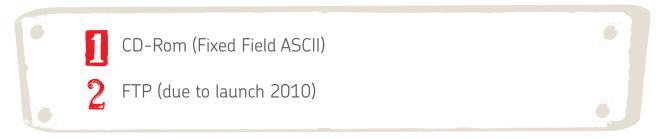
Just Built™ Expanded File

Text file product; each delivery point is listed as one record. Can be used alone, or in conjunction with the PAF® Compressed Standard, or Expanded Changes Products.

Just Built™ Ranges File

Text file product; if a consecutive range of building numbers are present then they will appear as one record. Can be used alone, or in conjunction with the PAF® Ranges and Expanded Changes products.

The file is available on the following media types:

1 CD-Rom (Fixed Field ASCII)

2 FTP (due to launch 2010)

The availability of historic data (back until Aug 2007) means you can undertake yearly renewal campaigns.

Detailed Just Built technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/justbuilt**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF® Main File
click here

Multiple Residence™
click here

Not Yet Built™
click here

Where can I go for more information?

www.royalmail.com/justbuilt

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

Multiple Residence™

What is it?

Multiple Residence™ is a raw data product that identifies and verifies addresses which contain premises with one front door but where the building has been sub-divided.

Please be aware that Royal Mail is only able to capture Multiple Residence™ data where there is an address structure (e.g. Flat A, Upper Flat, etc). If there is no address structure then we cannot capture this. Multiple Residence™ data does not include bedsits, marinas, caravan sites, hostels, hotels or prisons. However, where the data is available, household counts are held for these premises.

Multiple Residence™ Changes text file

Multiple Residence™ Full text file

What would I use it for?

This information is particularly important for companies operating in the areas of credit scoring, telecommunications, insurance quotes and risk assessment, utilities, invoicing and fraud prevention.

What are the benefits?

1. Detailed address structure for multiple residence properties

2. Check credit references and identify fraud

3. Covers 121 postcode areas (IM, GY & JE data not available)

What format(s) does it come in?

Multiple Residence™ data is a raw data product. Rather than having separate full and expanded products, Multiple Residence™ contains both full and expanded data. This means you can either use the data as a stand-alone product using the expanded fields or via PAF® Mainfile using the full data.

The file is available on the following media types:

1 CD-Rom

2 FTP (due to launch 2010)

Multiple Residence™ can be updated using either a new full file or you can apply Multiple Residence™ Changes products. Both of these are updated every month and are available monthly, quarterly or every six months.

Detailed Multiple Residence™ technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/multires**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF® Main File
click here

Just Built™
click here

Not Yet Built™
click here

Where can I go for more information?

www.royalmail.com/multires

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

Not Yet Built™

What is it?

Royal Mail's Not Yet Built™ address data is a raw data product. It is the only comprehensive database available that enables you to identify postcodes and addresses for properties that are under construction or in the planning stage.

Not Yet Built™ Keyed text file

Not Yet Built™ Expanded text file

Not Yet Built™ Ranges text file

What would I use it for?

Royal Mail forms part of the process by which an address is created. This means that information relating to new developments is received on a daily basis. This information has been used to create a new system which gathers and maintains Not Yet Built™ delivery points as soon as planning permission is granted.

This new market intelligence allows you and your customers to know exactly where future developments will be, helping you to shape your future marketing and operation plans.

Not Yet Built™ is a powerful marketing tool for organisations such as utility companies, credit referencing agencies, retailers and education authorities.

What are the benefits?

1 Ideal for targeting new home owners

2 Integrates with existing customer databases

3 Full UK coverage (excl. Jersey, Guernsey and Isle of Man)

4 We update this every month

What format(s) does it come in?

Not Yet Built™ is updated monthly and supplied on CD-Rom as a complete refresh of data. Three types are available:

Not Yet Built™ Keyed File
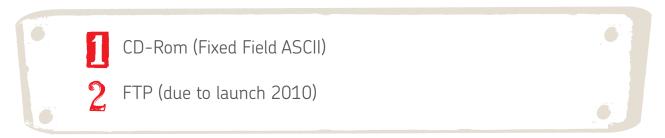A relational style database that must be used in conjunction with the PAF® Mainfile.

Not Yet Built™ Expanded File
A text file giving one record for each delivery point listed, e.g. 1-20 High Street will be shown as 20 separate records.

Not Yet Built™ Ranges File
A text file product that gives one record for each range of delivery points, e.g. 1-20 High Street will be shown as one record

The file is available on the following media types:

1 CD-Rom (Fixed Field ASCII)

2 FTP (due to launch 2010)

Detailed Not Yet Built™ technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/notyetbuilt**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF®
click here

Multiple Residence™
click here

Just Built ™
click here

Where can I go for more information?

www.royalmail.com/notyetbuilt

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

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PAF®

What is it?

PAF® is the most up-to-date and complete address database in the UK, containing over 28 million addresses. PAF® is the **only** complete source of all known UK Postcodes. The Postcode Address File (PAF®) is a raw data product available in three flavours:

Compressed Standard file
Records are stored at delivery point level and the data is held in a hierarchical structure in ascending postcode sequence.

Main file
Contains address information in a relational format. The data is held as a series of related files containing the address elements.

Ranges file
Information is stored at postcode level, but there is more than one entry for each postcode because the information appears as three different record types – building number ranges, named delivery points and user organisations.

CF101AA1S	CARDIFF
CF101AA2S1ST. MARY	
CF101AA3S11J0022	
CF101AA3S11L0023	
CF101AA3S11N0023	
CF101AA3S11A0024	
CF101AA3S11B0025	
CF101AB1S	CARDIFF
CF101AB2S1ST. MARY	

PAF® Compressed Standard file

CF101AA2157468302484700163
CF101AA2157468302484700163
CF101AA2289708802484700163
CF101AA2854007502484700163
CF101AA2873780702484700163
CF101AB2157468402484700163
CF101AB2157468402484700163
CF101AB2749226602484700163
CF101AB2749226602484700163

PAF® Main file

PO7 4TE	WATERLOOVILLE
PO7 4TE	WATERLOOVILLE
PO7 4TE	WATERLOOVILLE
PO7 4TE	WATERLOOVILLE
PO7 4TF	WATERLOOVILLE
PO7 4TF	WATERLOOVILLE
PO7 4TF	WATERLOOVILLE
PO7 4TF	WATERLOOVILLE
PO7 4TF	WATERLOOVILLE
PO7 4TG	WATERLOOVILLE
PO7 4TG	WATERLOOVILLE

PAF® Ranges file

What would I use it for?

PAF® is an invaluable tool for creating and maintaining mailing lists and databases, as well as reducing the number of returned or undelivered items. PAF® can also be used within a website to reduce keystrokes for your customer as well as verify the delivery address.

What are the benefits?

1. Database contains all known UK addresses and Postcodes

2. Create and maintain mailing lists and databases

3. Reduce keystrokes

4. Verify delivery address

5. Daily, monthly or quarterly data updates

What format(s) does it come in?

Three types are available:

Compressed Standard File
Delivery point level, hierarchical structure. Main file – relational data format

Main File
Relational data format

Ranges File
Postcode level, ranged data

The file is available on the following media types:

1. CD-Rom (ASCII)

2. Internet download

3. FTP (due to launch 2010)

Detailed PAF® technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/paf**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

Just Built ™
click here

Not Yet Built™
click here

Multiple Residence™
click here

Postzon™
click here

Where can I go for more information?

www.royalmail.com/paf

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

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PIF™

What is it?

The Postcode Information File™ (PIF) is a raw data product that provides postcodes, delivery point suffixes and checksum digits.

PIF™ holds around 28 millions records and is only available as a full UK edition.

PL242RT1G91 COUNCIL HOUSES
PL242RT1QJ1 PENPILLICK COTTAGES
PL242RT1HA2 COUNCIL HOUSES
PL242RT1RK2 PENPILLICK COTTAGES
PL242RT1JC3 COUNCIL HOUSES
PL242RT1SL3 PENPILLICK COTTAGES
PL242RT1LE4 COUNCIL HOUSES

PIF™ text file

20100118081610M21 7GG2ZDC0072
20100118081610M21 7GG3DDX0070
20100118081615M21 7GG3AD00076
20100118081615M21 7GG3BDP0074
20100118081718DN8 4EY3JIZ49A
20100118081834WA3 4NR1HISCHRISTIA

PIF™ Changes text file

What would I use it for?

The data on PIF™ is unique to a delivery point and is essential for organisations that want to create barcodes for their mail. The file contains the postcode and the delivery point suffix (DPS), two elements that are required to define an active delivery point, together with building information and a checksum digit (a number or a letter that gives additional proof that the DPS is correct).

Some PAF® products include DPS information (Mainfile™, Compressed Standard File™ and Address Manager™), so not all customers will need to buy PIF™, but companies that have their own address databases can use this file to access the data necessary for them to start barcoding.

What are the benefits?

1. Create barcodes for your mail
2. Add a DPS to your own database records
3. Obtain mail discounts through barcoding

What format(s) does it come in?

The file is available on the following media types:

1 CD-Rom (ASCII)

2 Internet download (changes only)

3 FTP (due to launch 2010)

PIF™ can be updated using either a new full file or a PIF™ changes files. Both of these are updated every month and are available monthly, quarterly or every six months.

Detailed PIF™ technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/pif**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF®
click here

Royal Mail UK Addresses
click here

Where can I go for more information?

www.royalmail.com/pif

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

Royal Mail

7

Postzon™

What is it?

Postzon™ is a raw data product that links postcodes to geographic and administrative information from bodies such as Ordnance Survey, the local authorities and the NHS.

```
PO1 1AA200408464301003000MRMR110641Q17Y24
PO1 1AB199010464301003000MRMR110641Q17Y24
PO1 1AE199603464301003000MRMR110641Q17Y24
PO1 1AF200408464301003000MRMR150645Q17Y24
PO1 1AT200310464201003000MRMR050645Q17Y24
```

Postzon™ text file

What would I use it for?

Postzon™ can be used to plan routes, calculate distances between postcodes, allocate sales areas, distribute resources, locate facilities and a range of administrative purposes. Postzon™ contains some 1.7 million records and is the result of Royal Mail teaming up with a number of other national organisations, including Ordnance Survey and the Office for National Statistics.

What are the benefits?

1 Link postcodes to geographical information

2 Match postcodes with local authority data

3 Calculate distances and plan routes

4 Allocate sales areas and distribute resources

5 Provide a "Where is your nearest store" facility

What format(s) does it come in?

The file is available on the following media types:

1. CD-Rom (ASCII)

2. Internet download

3. FTP (due to launch 2010)

The file is updated every month, but there are no changes files, so all refreshes are supplied as complete new editions. These are available monthly, quarterly or every six months. You can also buy extracts of Postzon™ for individual postcode areas.

Detailed Postzon™ technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How much does it cost?

Please visit our website for full information: **www.royalmail.com/postzon**

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF®
click here

Royal Mail UK Addresses
click here

Where can I go for more information?

www.royalmail.com/postzon

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

8

UDPRN

What is it?

The UDPRN file is a free raw data "add-on" file. UDPRN stands for "Unique Delivery Point Reference Number", this is a unique eight digit reference code that is assigned to every delivery point on the Postcode Address File (PAF®).

UDPRN Delivery Point Count

UDPRN Full

What would I use it for?

There are presently over 28 million UDPRNs and they can be used instead of the current PAF® keys. One of the major benefits of using UDPRNs is that they are far more stable and less likely to change than PAF® keys.

What are the benefits?

1 Simple, unique reference number to identify each delivery point

2 More stable than the existing PAF® keys

3 Free of charge to "Postcode level PAF®" customers

What format(s) does it come in?

There are two versions of the UDPRN product – Keyed and Expanded. The Keyed version is for PAF® Mainfile users and the Expanded version is for Compressed Standard File users.

The file is available on the following media types:

1 CD-Rom (ASCII)

2 FTP (due to launch 2010)

The data can be updated every month or on a quarterly basis.

Detailed UDPRN technical information showing the different file types and data formats is available in the Programmers Guide PDF that is held on this CD-Rom.

How can I order this product?

To order, to have the agreements sent to you or for help with queries speak to our customer representatives on 0845 606 6854 (option 2) or email address.management@royalmail.com

What other 'related raw data' products may be of interest to me?

PAF®
click here

**Royal Mail
UK Addresses**
click here

Where can I go for more information?

www.royalmail.com/paf

Call us on **0845 606 6854 and select option 2**

Email us at **address.management@royalmail.com**

9

Payment and delivery

How can I pay for my order?

| **1** **By debit or credit card** | **2** **By cheque** |

Unfortunately we do not accept American Express. Please make cheques payable to 'Royal Mail Group Ltd'.

Send cheques, with two signed copies of the Agreements, to:

Colin Stillaway
Address data products
Address Management Unit
Fourth Floor
Slindon Street
PORTSMOUTH
PO1 1AF

How long will it take to receive my order?

Orders are generally delivered within 3-5 working days after payment has been received, except for the week immediately after a customer product run (usually the third Friday in each month), when orders may be delayed slightly.