



August 30, 2019

Mr. Brian J. Wagner
President
National Association of Postal Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753



Dear Brian:

As a matter of general interest, the Postal Service is testing a customized marketing mail experience for select Informed Delivery consumers in the Northern Virginia District through a project called, "Informed Offers."

As part of the project, consumers will be provided the opportunity to indicate categories of marketing mail that they find most relevant and will receive access to coupons through a new USPS webpage. The test is expected to conclude by the end of November.

We have enclosed a "FAQs for Consumers" document detailing this matter.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink that appears to read "ASMOORE".

 Alan S. Moore
Manager
Labor Relations Policies and Programs

Enclosure

Informed Offers™ Powered by Informed Address™ - Pilot

IC3 - FAQs for Consumers

MEDIA STATEMENT

Informed Offers™ is a new feature that the Postal Service is testing this summer. This feature enables Informed Delivery® subscribers to 1) customize their mail experience by indicating the categories of mail that they find most valuable, and 2) view a wide range of coupons and other offers on a new USPS webpage. The Postal Service is conducting the pilot for 30 to 90 days using a sample group of Informed Delivery users in Northern Virginia. This pilot program is in keeping with the Postal Service’s long-standing commitment to improving service through innovation. For more information about Informed Offers or Informed Delivery, please contact [customer support](#).

FAQs CONTENTS

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PILOT OVERVIEW FAQs

1. *What is Informed Offers™?*

Informed Offers is a new feature that USPS® is testing in summer 2019. This feature enables consumers to customize their mail experience.

As a participating user of Informed Offers, you can:

- Indicate the categories of mail that you find most relevant.
- View a wide range of coupons and offers on a new USPS webpage.
- Potentially receive mail at home in the categories that you find most valuable (Please note this a future concept that USPS is currently developing; it is **not** part of the initial phase of this pilot).

2. *How long will this pilot last?*

USPS will run the pilot for 30 to 90 days. The pilot will help USPS determine whether to scale Informed Offers™ to a national audience. If the pilot is successful, Informed Offers may be rolled out to another city or expanded nationwide.

3. *Why was I invited to participate in this experience?*

If you received an invitation to participate in Informed Offers, you are among a select group of Informed Delivery® users in Northern Virginia who were randomly selected to gain early access to this experience.

PARTICIPATION FAQs

4. *I would like to participate. How do I take advantage of the deals featured on the Informed Offers™ webpage?*

Internal Distribution Only

On the Informed Offers™ webpage, you can browse a wide range offers that are circulating in the mail.

- To access an offer, simply click the link that appears under the offer and you will be taken to the company's website.
- You may also be able to download a digital coupon for certain offers. These coupons can be saved to a mobile phone or printed at home for in-store purchases. To download the coupon, click the "Get Coupon" link under the offer and follow the on-screen instructions.

5. *Can I choose not to participate in Informed Offers™?*

Yes; your participation in Informed Offers is entirely voluntary. Your mail at home will continue unchanged if you decide **not** to participate in Informed Offers.

6. *I signed up for Informed Offers, but now I want to change my preferences. Can I still do so?*

Yes; you can change your mail preferences at any time on the Informed Offers webpage under "Settings" (top-right corner of page).

7. *I signed up for Informed Offers™, but now I want to opt out. Can I still do so?*

If you signed up for Informed Offers, you can change your mind and decide to opt out at any time. Simply de-select your preferences on the "Settings" tab within the Informed Offers webpage.

Please note: You will continue to see the link to the Informed Offers webpage in your Daily Digest emails, even if you opt out of participating in Informed Offers.

8. *I don't want to see the Informed Offers™ announcement in my Daily Digest. Can I remove this?*

No; it is not possible to remove the Informed Offers announcement in your Daily Digest for the duration of the pilot. This notification states "Announcement from USPS" and it includes a link to the Informed Offers page.

Please note: Participation in Informed Offers is entirely voluntary.

9. *I opted out of Informed Offers™ via an email I received from USPS. Since I told USPS that I don't want to participate, why do I still see this announcement in my Daily Digest about Informed Offers?*

You may opt out of receiving special emails regarding Informed Offers; however, it is not possible to remove the Informed Offers announcement message in your Informed Delivery Daily Digest email. You will continue to see this notification in your Daily Digest for the duration of the pilot.

This notification will read "Announcement from USPS" and it will include a link to the Informed Offers page.

10. *The announcement for Informed Offers™ in my Daily Digest appears under the "Mail" section. Does this mean USPS is sending me a physical mailpiece about Informed Offers?*

No; this notification **does not** represent physical mail. USPS **does not** plan to send you any physical mail at home about Informed Offers.

Internal Distribution Only

PHYSICAL MAIL FAQs

11. *How soon after I sign up for Informed Offers™ will I begin receiving physical mail based on my preferences?*

Due to the limited scope of the Informed Offers pilot, consumers who sign up for Informed Offers **will not** receive preference-based mail at home during the initial pilot phase.

12. *Did USPS create Informed Offers™ to send me more mail I don't want?*

USPS created Informed Offers to enable consumers to customize their mail experience. Informed Offers is entirely voluntary. Your mail will continue unchanged if you decide **not to** participate in Informed Offers.

13. *Am I going to receive more mail due to this program?*

Informed Offers™ is meant for USPS customers who want to 1) customize their mail experience by indicating the categories of mail that they find most valuable, and 2) view a wide range of coupons and other offers on a new USPS webpage. In the future, consumers who have opted in to Informed Offers **may receive** mail at home based on the preferences they selected. However, this a future concept that USPS is currently developing; it is **not** part of the initial phase of this pilot.

PRIVACY & SECURITY FAQs

14. *How will my privacy be protected during the pilot?*

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

15. *How can I be confident that USPS will protect my 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 the 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 [Informed Offers](#) support team (informedaddress@usps.com).

16. *What is Informed Address™ and how does it protect my privacy?*

Informed Address is a technology that will convert your address to a code that only USPS can decipher in order to better protect your privacy. Informed Address is a future concept that USPS is currently developing; it is **not** part of the initial phase of this pilot.

17. *Is USPS taking my personal data and sharing it with third parties?*

All of your personal information is protected using standard USPS security protocols. This includes protection of your USPS.com account information and any preferences you indicate via Informed Offers™.

Internal Distribution Only

If you explicitly opt in to receive preference-based mail through Informed Offers, USPS may provide anonymized information to participating marketers in a format that fully disguises your name, address, and other personal details. However, this process is part of a future concept that USPS is currently developing; it is not part of the initial phase of this pilot.

18. How can I be confident third parties will not take advantage of my personal information?

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

19. Is USPS selling my preferences or personal information?

No. USPS **will not** sell any of your preferences or personal information as part of the Informed Offers™ pilot.