



Mailing

Compliance and customer privacy are critical.



Mitigating risk by protecting customer information.

No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands.

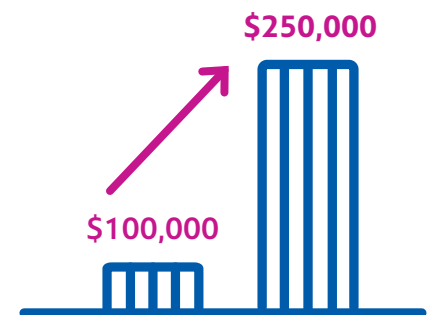
Organizations face a growing need to comply with new laws and industry regulations that govern protection of private customer information. These regulations and penalties must be adhered to, regardless of a business' size. Businesses can spend upwards of millions of dollars to protect their digital private customer information. All too often, safeguards of this level are not extended to private customer information sent in the mail.

With each and every effort, you need to prove your processes are accurate. No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands. To make this happen, you need an easier, more secure way to protect your printed customer information... and be able to do it every time.

Failure to properly ensure that your private customer information is protected can lead to:

- Financial penalties such as fines or litigation.
- Bad press coverage impacting company value.
- Organizational inadequacies that become exposed to the market.
- Customer degradation of trust, loss or reputation.

Compliance laws and regulations are becoming more complex. Fail to follow and you might have to deal with:



Fines for PIPEDA violations can range from \$100,000 for a first offence to \$250,000 for a subsequent offence.¹

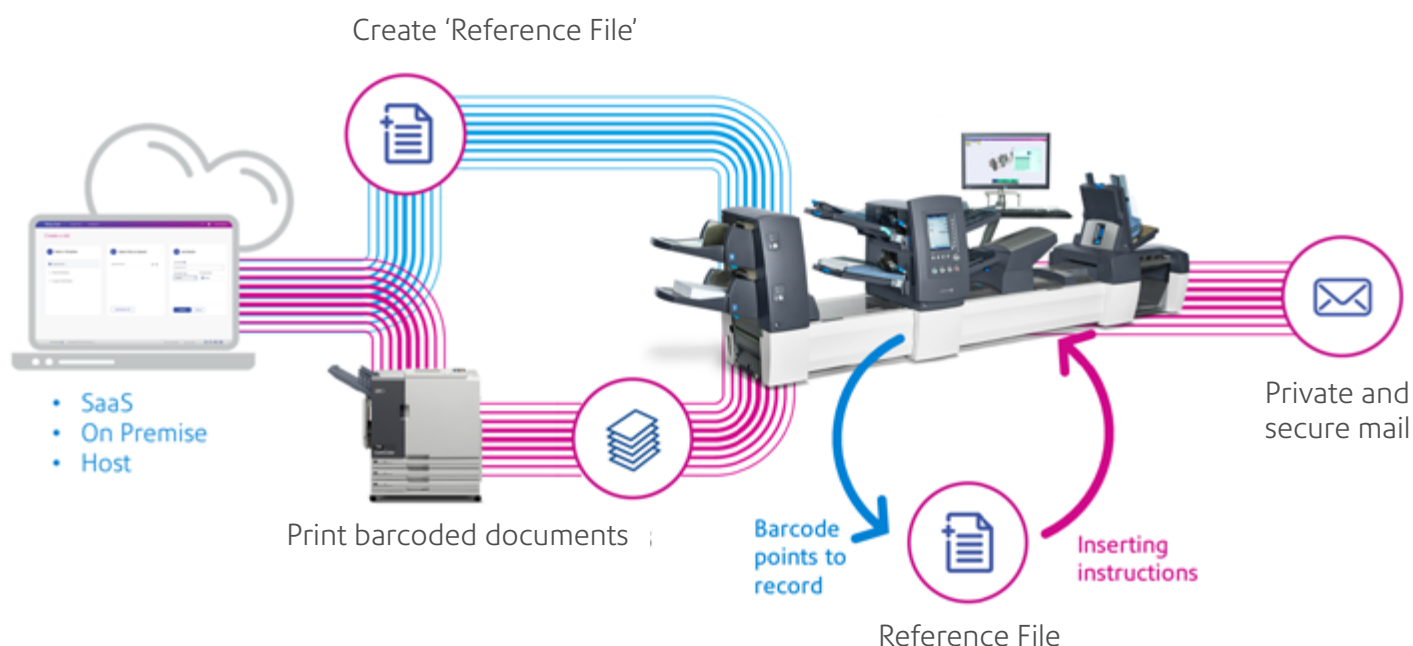
Individual violations can be \$10,000 for a first offence or \$25,000 for a subsequent offence.¹

¹ https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/

When doing it perfectly isn't good enough, prove it with file-based processing.

Our file-based processing technology tracks every page of a customer's document and provides precise reporting, all the way down to an individual recipient level. File-based processing is designed to not only ensure a customer's mail

piece is assembled correctly, but also provide the details that prove it. Because the disposition of every page is recorded, you are able to fully recreate and evidence a mailing event at a future date should the need ever arise.



How does it work?

Our software tools can use either your existing print streams or composes documents from your data inputs to create a 'Reference File.' This Reference File contains detailed information on each page of a mailing. The software then adds barcodes to the customer documents before they are printed. As a page is fed through the

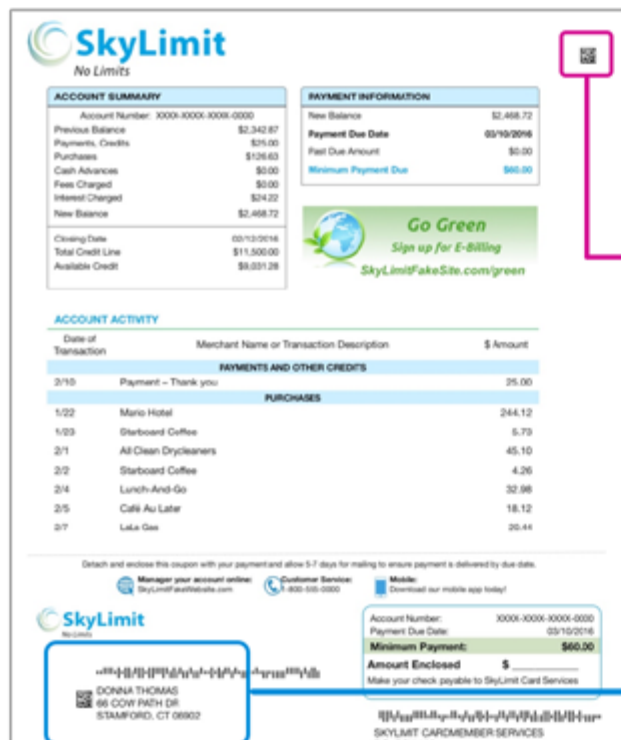
insertion, the barcode is scanned. The barcode refers to a record in the Reference File, which gives the inserter precise instructions on how to handle the customer's document. As mail is processed, the inserter is able to immediately report on finished customer documents, mail pieces still in-process and even customer mail pieces still to come.

Let Pitney Bowes help you succeed in this complex environment.
Our solutions are designed to mitigate risk when communicating
private information to your customers.

The importance of using a Reference File.

The Reference File provides information and reporting that a standard barcode alone can't deliver. Rather than relying on a barcode for instructions on how to fold and insert your documents into envelopes, our Reference File contains digital instructions about every page of a mailing. The best part is that the Reference File is composed directly from information already in your documents, meaning there's nothing extra you need to do.

When you have a file to refer to, your inserting machine knows which document it is handling. For example, the Reference File knows the 8 pages currently in process belong to John Doe, who lives on 123 Main Street, and that there are 4,324 pages left in the mailing. Without the ability to check a Reference File, your document security is limited to the information poured into the barcode. The Reference File is the key to moving from "getting it right" to "proving that it's right."



SkyLimit
No Limits

ACCOUNT SUMMARY

Account Number:	XXXX-XXXX-XXXX-XXXX
Previous Balance:	\$2,342.87
Payments, Credits:	\$215.00
Purchases:	\$126.63
Cash Advances:	\$0.00
Fees Charged:	\$0.00
Interest Charged:	\$24.22
New Balance:	\$2,458.72
Closing Date:	03/13/2016
Total Credit Line:	\$11,500.00
Available Credit:	\$9,041.28

PAYMENT INFORMATION

New Balance:	\$2,458.72
Payment Due Date:	05/15/2016
Past Due Amount:	\$0.00
Minimum Payment Due:	\$60.00

Go Green
Sign up for E-Billing
SkyLimitFakeSite.com/green

ACCOUNT ACTIVITY

Date of Transaction	Merchant Name or Transaction Description	\$ Amount
PAYMENTS AND OTHER CREDITS		
3/10	Payment - Thank you	25.00
PURCHASES		
1/02	Mario Hotel	244.12
1/03	Starboard Coffee	5.73
2/1	All Clean Drycleaners	45.10
2/2	Starboard Coffee	4.26
2/4	Lunch-And-Go	32.98
2/5	Cafe Au Lait	18.12
2/7	LaLa Gas	25.44

Detach and enclose this coupon with your payment and allow 5-7 days for mailing to ensure payment is delivered by due date.

Manage your account online: SkyLimitFakeSite.com | Customer Service: 1-800-555-0300 | Mobile: Download our mobile app today!

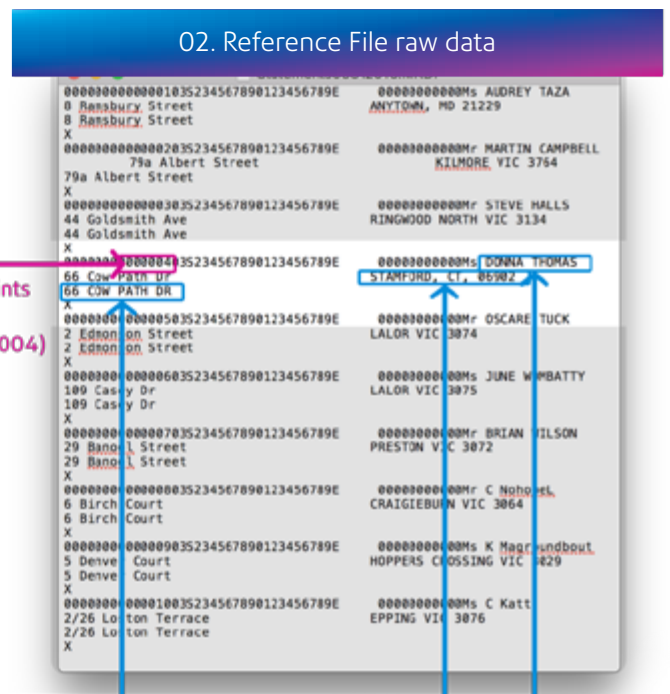
SkyLimit
No Limits

Account Number: XXXX-XXXX-XXXX-XXXX
Payment Due Date: 05/15/2016
Minimum Payment: \$60.00
Amount Enclosed: \$
Make your check payable to SkyLimit Card Services

Donna Thomas
66 Cow Path Dr
Stamford, CT 06902

SKYLIMIT CARDMEMBER SERVICES
P.O. BOX 123

01. Your existing document without any changes



02. Reference File raw data

0000000000001035234567890123456789E	000000000000Ms AUDREY TAZA
8 Ransbury Street	ANYTOWN, MD 21229
8 Ransbury Street	
X	
000000000000002035234567890123456789E	000000000000Mr MARTIN CAMPBELL
79a Albert Street	KILMORE VIC 3764
79a Albert Street	
X	
000000000000003035234567890123456789E	000000000000Mr STEVE HALLS
44 Goldsmith Ave	RINGWOOD NORTH VIC 3134
44 Goldsmith Ave	
X	
000000000000004035234567890123456789E	000000000000Ms DONNA THOMAS
66 Cow Path Dr	STAMFORD, CT, 06902
66 COW PATH DR	
X	
000000000000005035234567890123456789E	000000000000Mr OSCARE TUCK
2 Edmon on Street	LALOR VIC 3074
2 Edmon on Street	
X	
000000000000006035234567890123456789E	000000000000Ms JUNE WFBATTY
109 Cas-y Dr	LALOR VIC 3075
109 Cas-y Dr	
X	
000000000000007035234567890123456789E	000000000000Mr BRIAN WILSON
29 Bano-l Street	PRESTON VIC 3072
29 Bano-l Street	
X	
000000000000008035234567890123456789E	000000000000Mr C Hohnok
6 Birch Court	CRAIGIEBURM VIC 3064
6 Birch Court	
X	
000000000000009035234567890123456789E	000000000000Ms K Magr-ndbout
5 Denve Court	HOPPERS CROSSING VIC 4209
5 Denve Court	
X	
00000000000010035234567890123456789E	000000000000Ms C Katt
2/26 Lo-ton Terrace	EPPING VIC 3076
2/26 Lo-ton Terrace	
X	

Name / Street Address / City / Province / Postal Code

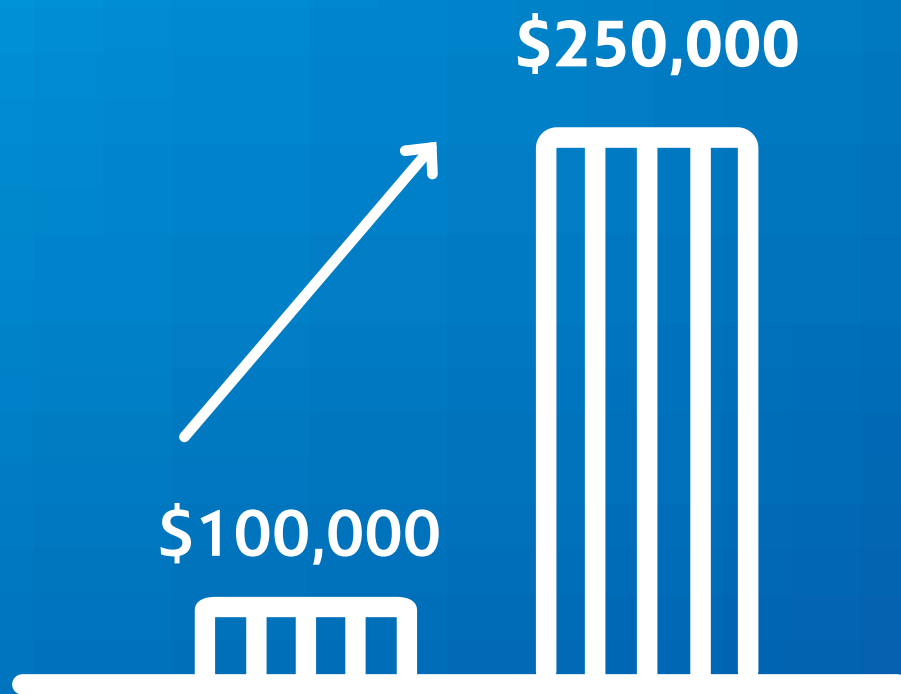
The right file-based solution for your business.

We designed our file-based solution to help ensure that every document is treated with the same level of scrutiny, regardless if you're sending communications using physical mail or digital.

Produce mailings yourself with a Pitney Bowes folder inserter.

Powerful file-based processing capabilities can be seamlessly added to the Pitney Bowes Relay 5000 to 8000 Inserting systems. The Relay inserters provide you with fast and flexible automated folding inserting plus the added power of privacy protection featuring file-based processing.





Fines for PIPEDA violations can range from \$100,000 for a first offence to \$250,000 for a subsequent offence.¹

¹ https://www.priv.gc.ca/en/privacy-topics/privacylaws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/

Individual violations can be \$10,000 for a first offence or \$25,000 for a subsequent offence.¹

¹ https://www.priv.gc.ca/en/privacy-topics/privacylaws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/

Canada

5500 Explorer Drive
Mississauga, ON L4W 5C7
866 669 6627

For more information,
visit us online: pitneybowes.com/ca/en/relayhub