## Request for Licensed Data Products

In order to provide you with licensed data that meets your business needs, please complete the required sections below (marked by \*). This Request for Licensed Data Products would become Schedule A of your license agreement, if you decide that you are interested in licensing the data. In response to submitting this request, we will provide you with a data license agreement and pricing for you to review. Should you have any questions regarding this form, please contact Canada Post at 1-877-281-4137.

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Business name*:
Customer no. (if applicable):
Business website*:
Industry (e.g. mailing, financial, telco, retail)*:

The following chart provides some examples of internal and commercial uses of Canada Post data to assist you in making your selections in the questions below.

Internal use: Data will only be used for internal purposes within the business; it will not be extracted and shared with anyone, including third parties, other ministries and/or publicly.

Commercial use: Data will be used to develop materials, products or services for businesses, consumers, ministries, organizations and/or other parties, with or without a cost.

- ✓ Addressing or presorting mail
- Direct mail marketing planning, targeting and measurement
- Market penetration analysis
- Geographical analysis for internal customer database
- Internal customer address validation, etc.

- ✓ Providing addressing and/or presorting mail services
- ✓ Providing direct mail targeting services
- API or software development
- Address verification/validation applications
- Creating trade areas for distribution
- Creating mapping software, etc.



Please select the Canada Post data products of interest to your business, and whether it will be used for internal or commercial purposes:

## Name of data product

Internal Commercial use use

**Postal Code Address Data** – A list of all the postal codes in the country and the range of addresses associated with each one.

**Delivery Mode Data** – Provides all the information you need to presort your mail and get the best price for your mailing. The file contains postal codes and their related delivery modes.

**Householder Data** – Indicates the number of houses, apartments, farms and businesses within an area defined by the first three characters of a postal code (forward sortation area or FSA). The list is also broken down by the routes the letter carriers follow to deliver the mail.

Householder Elite Data — Indicates the number of houses, apartments, farms and businesses within an area defined by a complete postal code. The list is also broken down by the routes the letter carriers follow to deliver the mail, including all the information you need to send by mail using Canada Post Electronic Shipping Tools (EST).

**Postal Outlet Data** – Outlines all the postal outlets that are open, closed or amalgamated in Canada, with their respective serving delivery installation.

Postal Code Latitude/Longitude Data — Allows organizations to determine geographic coordinates at the postal code level. It also includes the number of houses and apartments served by the postal code in a supplemental file. For rural areas (where available), the centroid (centre point) is identified at the town or city level (internal use only).

Postal Code Conversion File – Provides a link between six-character postal codes and standard census geographic areas (i.e. dissemination areas, census subdivisions, census tracts). This product was not designed for the purpose of validating postal codes. Annual and Quarterly distribution is available.

Postal Code Conversion File Plus (+) — A SAS® control program and set of associated datasets derived from the PCCF and other supplementary data. The PCCF+ differs from PCCF in that it uses populated-weighted random allocation for postal codes that link to more than one geographic location.





Internal Commercial use use

Postal Code Federal Riding File — Provides a link between six-character postal codes and Canada's federal electoral districts (FEDs). A FED is any place or territorial area entitled to return a member of Parliament (MP) to service in the House of Commons and is commonly referred to as a federal riding. Annual and Quarterly distribution is available.

Point of Call Data – The most comprehensive address database available in Canada, with more than 14 million points of call (addresses). This is a premium product with a master address key (unique identifier) for each individual address that does not change. If this product is selected, a solutions manager will be in touch with you to discuss further (internal use only).

Postal Box Data – The only list in Canada able to provide you with all the postal codes for apt/condo lockboxes, parcel locker boxes and/or post office (P.O.) boxes, including the number of addresses associated with each postal box type. Please select the data of interest to you:

Apt/condo lockboxes only

Description of use of the Canada Post data\*:

Parcel locker boxes only

P.O. boxes only

All postal box data

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Description of derivative works (if any) that will be created using the data*:				



What business objective/goal are you hoping to reach/complete that Canada Post data may help with?			
Include your business products to be authorized by Can use. Please check the appropriate boxes as applicable for	_		
Name of product	Online and/or cloud-based		Used with other products and services
	_		
If creating a product or service, will other data sources ( Yes No			nputs?
If yes, please explain:			
Please check the appropriate box for the main function	of your products	or software, i	f applicable:
Address validation for third parties Geospatial	products and serv	vices In	ternal analysis
Other (please specify):			
If creating a product, will it be used by sub-licensees to p	produce new/ado	litional produ	cts?
Yes No			
If yes, please specify:			



Single non-network computer (individual work station)					
System network at one	System network at one physical location (with all users at the same physical location as the storage device)				
System network at mu	Itiple locations (within a corporation/organization)				
Other (specify below by	y describing network environment):				
Number of branches/depa	artments/services accessing the Canada Post data*:				
If data is hosted online, pl	ease describe how the data is protected*:				
Do you have measures in	place to protect against bulk downloads?*				
Yes No	I don't know				
Do you have measures in	place to protect against service scraping?*				
Yes No	I don't know				
Description of how Canad through technology or lice	a Post data would be protected in your commercial product, if applicable (either ensing terms):				

Where will data (including copies and derivative works) be accessed?\*



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Contact informati	on		
Name*:			
Title*:			
E-mail address*:			
Department*:			
Mailing address*:			
	Street		
	City	Province/State	Postal code/ZIP Code
	Country		
Telephone numbe	r*:		

Once this form is completed, please submit it to Canada Post by either email, mail or the submit button built into this form. Once received, the requested data product pricing and applicable license agreement will be sent to the contact outlined above.

EMAIL: <u>data.solutionscentre@canadapost.ca</u>

DATA AND TARGETING PRODUCTS AND SERVICES CANADA POST CORPORATION 1 DUNDAS ST WEST SUITE 400 TORONTO ON M5G 2L5 CANADA

