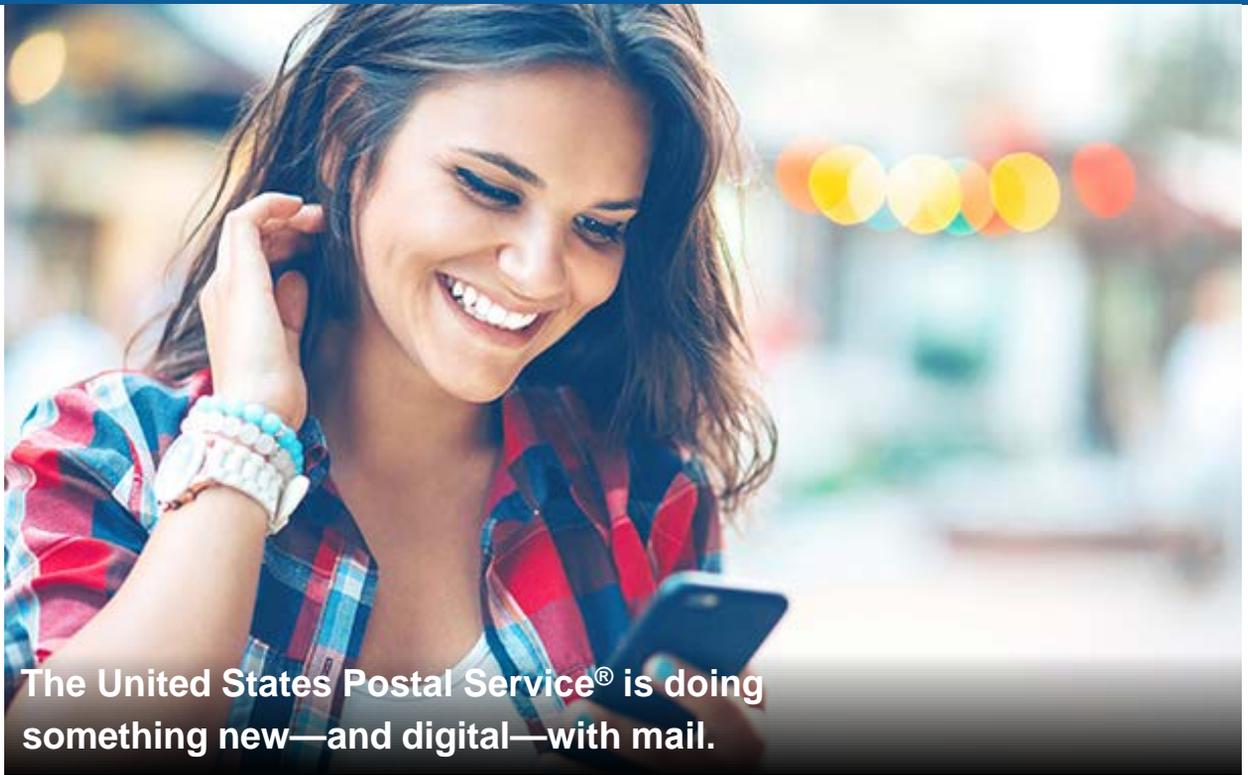


INFORMED DELIVERY® FACT SHEET



The United States Postal Service® is doing something new—and digital—with mail.

ABOUT THIS FEATURE

Informed Delivery is a new and innovative feature from the Postal Service that provides eligible residential consumers with digital previews of their incoming mail. Consumers who sign up receive grayscale images of the exterior, address side of their household's letter-sized mail arriving in their physical mailboxes soon.* Users can view their mailpiece images via email or online dashboard.

SIGNING UP

Interested consumers should visit informedelivery.usps.com to sign up. Follow the on-screen prompts to check if your ZIP Code and individual delivery address are eligible for the feature.

THE DAILY DIGITAL ROUTINE

Nothing replaces the tactile value of hardcopy mail, but USPS understands consumers' increasing desire to interact and communicate digitally with everything, including their mail. Informed Delivery offers consumers the convenience of seeing what is coming to their mailbox – anytime, anywhere – even while on the go or traveling. Providing advance notice of mail delivery also allows users to know when important pieces of mail will be arriving, better plan for their day, and stay organized.

Informed Delivery bridges the gap between the physical and digital worlds to create an innovative experience for consumers and maintain the relevancy of physical mail in today's highly digital environment.

88%

OF USERS SURVEYED check their Informed Delivery notification every day or almost every day**

“It’s both informative—and fun—to preview what’s coming in the mail every day!”

– USPS Informed Delivery user

*Only letter-sized mail processed on USPS automation equipment will be imaged; not all letter-sized mailpieces are processed through our automated equipment.

**Informed Delivery January 2017 User Survey; 6,379 respondents across 700+ ZIP Codes™

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WHAT USERS ARE SAYING

“It lets me know when to expect something and gives me peace of mind that important mail will be delivered.”

“A new USPS feature that revolutionized the way mail is delivered.”

“Informed Delivery is essential—you need to know what’s arriving when you are traveling.”

“Amazing and convenient!”

“It gives me the ability to plan each day’s activities in relation to when certain pieces of mail are arriving.”

“Makes planning bill payment easy.”

FREQUENTLY ASKED QUESTIONS

WHY INFORMED DELIVERY?

The Postal Service continues to invest in digital technology to improve our ability to provide enhanced services and information to both senders and receivers of mail. Informed Delivery has the potential to bring the mail experience more directly into the daily digital and mobile lives of our customers.

WHAT IS INFORMED DELIVERY AND HOW DOES IT WORK?

To automate the sortation and delivery of mail, USPS digitally images the front of mailpieces that run through our automation equipment. Now we are using those images for a second purpose: to provide digital notifications to users in advance of the delivery of physical mail. Informed Delivery is an optional notification service for residential consumers that sends an email to users containing grayscale images of the outside of letter-sized mailpieces that are arriving soon. The images are of the exterior, address side of household mailpieces (not the inside contents), and notifications are only sent on days when mail is being processed and delivered to the home. Users can also visit the dashboard on informeddelivery.usps.com to view their images, which are available for a seven-day period. Business mailers who are participating in the pilot program will have the ability to display relevant digital content related to mailpiece images included in the notifications.

WHO IS ELIGIBLE TO SIGN UP FOR INFORMED DELIVERY?

Informed Delivery is now available to eligible residential consumers in the majority of ZIP Codes across the country. USPS currently provides the feature for delivery points in eligible ZIP Code locations for which mail can be sorted on automated equipment and where there is a unique delivery ZIP Code, down to the apartment level or other unit designation where applicable. USPS is still working through a few instances in which mail must be manually sorted. In addition to having an address enabled for Informed Delivery, interested consumers must also successfully complete identity verification to confirm they live at the address.

WHY MAY I NOT BE ELIGIBLE FOR INFORMED DELIVERY?

In order for the feature to provide mail images to the appropriate recipient(s), each multi-unit building on each carrier route must be individually identified and coded to the unit level. While most addresses are coded at this level, this coding process, especially in high density areas, is a work in progress. If you live in multi-unit building and you have successfully registered on usps.com® but the sign up process indicates that you do not have an eligible address, we are unable to offer you the feature until the coding is complete. Please check back at a later date.

HOW SECURE IS INFORMED DELIVERY?

USPS takes the privacy of your mail very seriously. Personal information is protected. The scanned images are of the external markings, showing only the exterior, address side of letter-sized mail. The mail is protected by the U.S. Postal Inspection Service, whose sole mandate is to safeguard the entire Postal Service system, including the employees who deliver and process the mail and millions of customers who use it. The Postal Service adheres to the privacy requirements of the Privacy Act established by the federal government which controls when and how the USPS shares personal information and limits the conditions in which that information can be disclosed externally to outside parties.

WHY SHOULD I USE INFORMED DELIVERY?

Mail represents an important way in which we communicate with one another. Providing advance notice of a residential consumer’s expected mail deliveries before they arrive, increases the flow of information and can sometimes enable a consumer to take action before important mail even hits the mailbox. This feature also benefits the entire family, ensuring that everyone sees the mail each day, not just those that pick up the mail from the physical mailbox.