

## DATA AND PROJECT GUIDELINES

The objective of this data and project guidelines document is to ensure both Maps4Mail and customer understand and agree how the services will be performed and the responsibilities and expectations of each party.

### DATA

#### CUSTOMER DATA RESPONSIBILITIES

- Provide properly formatted data/information/addresses.
- Include Control Numbers on each record.
- Please make sure your data is accurate, since we can only Geocode valid addresses. (F.e. The geocoder only geocodes street addresses. PO Boxes are not street addresses)

#### DATA GUIDELINES

Supported File Types:

DBF Files: This is a standard database file.

Text Files:

- Tab-Delimited or Comma-Delimited:

Header should be first record

- Fixed Field File:

A record layout including field lengths must be included with this type of file.

- Excel File:

We can receive files in excel format but it is not the preferred file type. Excel can cause issues with numeric fields as well as inserting strange characters when text has been wrapped within a field. If sending excel please be sure that there is no wrapping with fields.

#### VARIABLE DATA

Maps4Mail will not be held responsible for any data that is incorrect or not subsequently ordered. It is the customer's responsibility to properly proof any database prior to submission to Maps4Mail.

In the event that the variable data/information/addresses will not meet the data guidelines, the customer may be contacted to make changes to the data/information.

#### DATA SECURITY

Maps4Mail is committed to protecting the sensitive information of our clients. We are committed to the privacy of our clients data, which is why we maintain strict security and privacy controls above and beyond what's required for the industry. Client data is always kept secure and is never divulged to third parties.

### MAPS

#### ATTRIBUTION FOR MAPS

All uses of MapCreator map content must provide attribution to Maps4Mail. We do not approve of any use of content without proper attribution, in any circumstance. We require attribution when the Content is shown. In our maps, you'll find our copyright listed in the bottom right corner of the map "Maps4Mail.com". The attribution text must be legible to the average viewer or reader.

### PROJECT

#### THE SERVICE

Set of personalized maps or textual route descriptions, each with the same basic layout, but with a different image or route.

### WHAT IS INCLUDED

Creation of files to output file format of customer's choice. Publishing of final files to FTP, electronic or physical media of customer's choice.

### OFFERINGS AND OPTIONS

Delivery options: FTP, email, physical media. Output options: TXT, PNG, JPG and other image types.

### TURNAROUND TIME

The production time for creating variable maps and textual route descriptions is based on several factors including: volume, data handling, preparation work required etc.

### MAPCREATOR SERVICE RESPONSIBILITIES

Notify customers of any deviation from the schedule that may adversely affect the delivery of the product.

Questions? Email: [info@maps4mail.com](mailto:info@maps4mail.com)