

# SORTED MAGAZINE MAIL

## POST DANMARK A/S

### GENERAL TERMS AND CONDITIONS FOR MAGAZINE MAIL APPLICABLE FROM 1 JANUARY 2017

#### GENERAL INFORMATION

These General Terms and Conditions apply to the carriage of Sorted Magazine Mail. The rules laid down in the Danish Postal Services Act (Postloven) and relating provisions, see Act No. 1536 of 21 December 2010 with subsequent amendments, apply as a supplement to the General Terms and Conditions.

In addition, the carriage of Magazine Mail is subject to the Customer Guide, the current Sorting Guidelines and the current Guidelines for Submission of Electronic Address Files. The contents of the Sorting Guidelines/Guidelines for Submission of Electronic Address Files will take precedence in case of any inconsistency between the Sorting Guidelines/Guidelines for Submission of Electronic Address Files and the Customer Guide.

These General Terms and Conditions are applicable to Magazine Mail handed over for carriage as from 1 January 2017.

Postal distribution of Sorted Magazine Mail is provided by Post Danmark on all weekdays.

Unless otherwise explicitly stated, weekdays are Monday to Friday, excluding public holidays and 5 June (Constitution Day), 24 December as well as bridging days approved by the Danish Transport and Construction Agency. Bridging days are single working days falling between Sundays and public holidays as well as official non-working days.

## 1 SORTED MAGAZINE MAIL

### 1.1 DEFINITION

Sorted Magazine Mail comprises addressed consignments with uniform, printed contents, such as catalogues, brochures, magazines or the like.

Sorted Magazine Mail can be sent to recipients in Denmark (excluding the Faroe Islands and Greenland).

### 1.2 CONDITIONS FOR SENDING SORTED MAGAZINE MAIL

In order to send Sorted Magazine Mail, the sender must have entered into a Customer Agreement on distribution of Magazine Mail with Post Danmark, and the conditions in paragraph 3 must have been met as well as the following conditions:

- 1 The Magazine Mail must have a clearly stated title or other unique identification on the items.
- 2 Each individual title must have been allocated a permanent five-digit ID number, which must be stated in the consignments.
- 3 The Magazine Mail must have uniform, printed contents.
- 4 The Magazine Mail must not contain individual messages. However, as an exception, subscription magazines may contain a giro transfer form to be used solely to cover the subscription payment for the magazine. In addition to the recipient's name and address, the giro transfer form must contain a statement of the amount payable.
- 5 The contents must be paper-based. Uniform contents of a material other than paper, for example a CD-ROM insert, may,

however, be enclosed with the Magazine Mail.

6 The Magazine Mail must be unwrapped or wrapped in plastic film, as further described in subparagraph 1.8.

7 The Magazine Mail must be distributed with Post Danmark to, in principle, the same recipients, and a variation of more than +/- 50% cannot be approved.

The Magazine Mail will be distributed at a fixed annual frequency of minimum four consignments a year and with a minimum quantity of 1,500 items per consignment for distribution, however, with an overall minimum annual quantity of 30,000 items.

A smaller quantity per consignment can be accepted against payment of the price for the minimum quantity required per consignment.

For the supplementary service 'Deviation from annual quantity', the above quantity requirement of 30,000 items can be disregarded against payment of a supplementary charge.

The sender must submit a consignment plan for the items of Sorted Magazine Mail planned for distribution during the term of the Agreement. Notification of changes in relation to the consignment plan must be given no later than 10 weekdays before the agreed drop-off date.

In case of inconsistency between the number of addresses of which notification has been given in the consignment plan and the number of addresses in the Input File (see subparagraph 3.2 for a definition of 'Input File'), the Input File will provide the invoicing basis for the consignments.

### 1.3 SERVICE STANDARD AND QUALITY TARGETS ETC.

The service standard for Sorted Magazine Mail is that the Magazine Mail will be delivered to the recipients no later than five weekdays after the consignments have been dropped off to Post Danmark.

Sorted Magazine Mail dropped off on Monday or Tuesday will be distributed no later than on Friday in the same week. Sorted Magazine Mail dropped off on Wednesday, Thursday or Friday will be distributed no later than on Wednesday in the following week.

The performance target for the service standard is 95%.

#### 1.3.1 PUBLIC HOLIDAYS

Post Danmark's distribution calendar, which shows distribution periods and drop-off times as well as changes in relation to public holidays, can be found at [www.postnord.dk/produktinformation](http://www.postnord.dk/produktinformation).

### 1.4 PHYSICAL DIMENSIONS

Sorted Magazine Mail must comply with the following formats:

Maximum: 33 x 23 x 2.0 cm, the packing included. Items exceeding 33 x 23 cm, the packing included, must be folded sharply to

prevent their shortest side from exceeding 23 cm, the packing included.

### 1.5 WEIGHT

Sorted Magazine Mail must weigh maximum 2 kg, the packing included.

### 1.6 CONTENTS

Sorted Magazine Mail must contain uniform, paper-printed contents as well as inserts of other uniform contents enclosed with the printed contents. Uniform contents of a material other than paper, for example a CD-ROM insert, may be enclosed with the items in accordance with subparagraph 1.2.5.

### 1.7 MARKING

Sorted Magazine Mail must be provided with the marking 'Sorteret Magasinpost' (Sorted Magazine Mail) or 'Magasinpost SMP' (Magazine Mail SMP).

### 1.8 PACKING

The Magazine Mail must be unwrapped or wrapped in plastic film or similar packing material, which allows the contents to be checked, for example a cover in the form of a belt or wrapper.

The sender is responsible for ensuring that Magazine Mail has the requisite packing or can be sent securely without packing, so that it is ensured that the contents are sufficiently protected during normal postal handling, including mechanical sorting, and so that the consignment does not cause any damage to other consignments or items, Post Danmark or a third party.

### 1.9 DROP-OFF

A sender must drop off Sorted Magazine Mail at the Mail Centre stipulated in the Customer Agreement unless a written agreement on collection has been entered into. When dropped off, the Magazine Mail must have been sorted and divided into postcodes in accordance with the Customer Agreement and Post Danmark's current Sorting Guidelines.

Sorted Magazine Mail must be dropped off in addressed condition, unless a written agreement on addressing has been entered into with Post Danmark.

Sorted Magazine Mail can be dropped off Monday-Friday by 18:00 hours at the latest.

Sorted Magazine Mail must be handed over for carriage by Post Danmark in addressed condition and provided with printed route number details from the Output File (see subparagraph 3.2 for a definition of 'Output File'). The items must have been split up in accordance with Post Danmark's current Sorting Guidelines as well as in the order of distribution described in Guidelines for Submission of Electronic Address Files in relation to Sorted Magazine Mail.

Before dropping off the consignments, the sender must send an electronic address file to Post Danmark. Post Danmark undertakes to clean the address file, enter the relevant sorting details, sort the addresses in the file and return the cleaned addresses to the sender.

# SORTED MAGAZINE MAIL

## POST DANMARK A/S

### GENERAL TERMS AND CONDITIONS FOR MAGAZINE MAIL APPLICABLE FROM 1 JANUARY 2017

Post Danmark reserves the right to affix a barcode label to Sorted Magazine Mail printed in fewer than 25,000 copies and Sorted Magazine Mail wrapped in plastic film.

A filled-in consignment note must also be provided.

#### 1.10 HANDOVER

Post Danmark distributes Sorted Magazine Mail anywhere in Denmark once a day on all weekdays to the Magazine Mail address stated. However, daily distribution is not performed in case of:

- particularly remote or inaccessible places located in rural areas,
- island communities not connected to the mainland via regular ferry or boat service.

In special cases, where circumstances at the recipient's location render distribution difficult, or where distribution is associated with physical or mental risk, Post Danmark is entitled to refrain from distribution of Sorted Magazine Mail, for example due to untethered snappish dogs at the address, lack of snow clearance/gravelling, spiteful or otherwise offensive/threatening behaviour.

Unless otherwise agreed for, for example, recipients who live in military barracks, hotels, hospitals, nursing homes, student halls of residence or the like, Post Danmark will deliver the Magazine Mail in the recipient's mailbox, in the recipient's mail slit or cluster box unit at the Magazine Mail address stated.

If the recipient does not comply with the provisions for the installation of mailboxes, cluster box unit or establishment of a mail slit or if the addressee's name is not indicated on the mailbox, cluster box unit or mail slit, Post Danmark may refrain from distributing the Magazine Mail. The same applies if there is no access to the cluster box unit, or if the recipient's mailbox is completely full.

Items that Post Danmark refrains from distributing will normally be treated as undeliverable Sorted Magazine Mail. Post Danmark may, however, choose to attempt to redeliver the Magazine Mail, hand over the item(s) to an adult person at the address or leave the item(s) at a post office for pick-up.

Post Danmark will seek to make a direct handover to the recipient of items which, due to their size, cannot be put in the recipient's mailbox/mail slit or in the cluster box unit. If this is not possible, Post Danmark will seek to hand over the Magazine Mail to an adult member of the recipient's household or to the recipient's shop staff who are at the address. If this fails, Post Danmark will, if possible, leave an attempted delivery notice at the address. The recipient or the person who has been authorised for this can then pick up the Magazine Mail at the post office against presentation of necessary identification within the time limit stated in the attempted delivery notice.

The time limit for collection will normally be 14 days.

If, due to a permanent change of address or non-deliverability, Post Danmark cannot deliver the Magazine Mail to the recipient or the time limit stated on any attempted delivery notice has expired, the Magazine Mail will not be returned to sender. Undeliverable Sorted Magazine Mail will be destroyed by Post Danmark.

The sender will not be informed about the recipient's new address in case of a permanent change of address which has not been stated in connection with address cleaning, see paragraph 3, or about the non-deliverability of Sorted Magazine Mail.

#### 1.11 CHANGE OF ADDRESS

If the recipient has notified Post Danmark of a change of address, the Magazine Mail will be forwarded free of charge to the new address for a period of normally six months.

Prior to handing over the consignments, the sender has the opportunity of having address cleaning performed of the sender's address file and thereby receive information in advance about the recipients who may have changed their address, see paragraph 3.

#### 1.12 FRANKING

Magazine Mail must be franked using PP impressions.

'PP impressions' can be downloaded from [www.postnord.dk](http://www.postnord.dk). The PP impression is placed on the Magazine Mail in accordance with the rules stipulated at [www.postnord.dk](http://www.postnord.dk), and the Magazine Mail must be provided with the sender's name and address.

#### 1.13 PRICES:

Summaries of the current list prices are available at [www.postnord.dk](http://www.postnord.dk)

#### 1.14 PAYMENT

The sender will pay in cash when the consignment is dropped off for distribution unless a written agreement has been concluded on the granting of credit.

#### 1.15 COMPENSATION

Post Danmark's liability in damages for Sorted Magazine Mail is governed by the Danish Postal Services Act with relating provisions, see Act No. 1536 of 21 December 2010 with subsequent amendments.

Post Danmark will not pay any compensation for delay, loss, including incorrect delivery, total or partial loss of contents, damage, non-delivery or premature delivery of Sorted Magazine Mail, or for destruction of consignments in connection with Post Danmark's handling of Sorted Magazine Mail.

#### 1.16 COMPLAINTS

Any complaint by a sender or a recipient about Post Danmark's handling of Sorted Magazine Mail must be submitted to Post Danmark, Customer Service.

The complaint must be submitted within six months after the consignment was handed over for delivery.

Post Danmark undertakes to handle com-

plaints within one month of their receipt, unless special circumstances apply.

Any decision made by Customer Service may be brought before Post Danmark's Complaints Review Service, Carsten Niebuhrs Gade 4, DK-1577 Copenhagen V.

The Complaints Review Service also provides guidance on the complaints procedure.

## 2 SORTED MAGAZINE MAIL FLAT RATE

Sorted Magazine Mail Flatrate is covered by the General Terms and Conditions for Sorted Magazine Mail, see subparagraphs 1.1 – 1.16, however, with the following derogations, and see paragraph 3:

### 2.1 CONDITIONS FOR SENDING SORTED MAGAZINE MAIL FLATRATE

The Magazine Mail must be sent at a fixed annual frequency of minimum eight consignments a year and with minimum 3,000 items per consignment.

If the quantity of dropped-off magazines is not in accordance with the number of addresses in the cleaned address file, Post Danmark will invoice the sender based on the number of addresses in the file. Post Danmark reserves the right to have the address file resent.

Post Danmark allocates the cleaned address file an address cleaning ID and Time Stamp. These identifications and the recipients' subscription number must be stated in the addressing of the magazine.

## 3 ADDRESS CLEANING

### 3.1 USE OF ADDRESS CLEANING

The sender's consignments of Sorted Magazine Mail are subject to address cleaning as described below.

### 3.2 DESCRIPTION OF ADDRESS CLEANING

Address cleaning consists of mechanical matching of the sender's address file (Input File) with Post Danmark's recipient address database, which results in the return of new addresses of private individuals and enterprises in respect of whom/which a temporary or permanent change of address has been recorded, for addresses in both Denmark and abroad (Output File). Matching of a temporary or permanent change of address will be undertaken as long as the period of redirection is 'active' in Post Danmark's own production apparatus, i.e. as long as Post Danmark offers to redirect letters to the new address.

Where a secret change of address has been registered, i.e. the recipient has moved to a secret new address, the old address will be returned unprocessed.

Address cleaning also includes the return of corrected addresses of recipients whose names and addresses essentially tally with the data recorded in Post Danmark's recipient address database, but where the return of corrected addresses results from incorrect or

# SORTED MAGAZINE MAIL

## POST DANMARK A/S

### GENERAL TERMS AND CONDITIONS FOR MAGAZINE MAIL APPLICABLE FROM 1 JANUARY 2017

insufficient data recorded in the Input File due to spelling mistakes, typing errors, missing floor indication and the like (corrections).

Names, including c/o names, are returned unchanged as part of the address cleaning.

The recipient address database comprises the recipients of mail in respect of whom Post Danmark assumes a universal service obligation and is updated with information on any change of address of which notification has been given to Post Danmark.

Address cleaning is based on the same technology as applied by Post Danmark in letter processing. This technology calculates probabilities, resulting sometimes in a wrong address. Post Danmark accepts no liability for such incidents.

#### 3.3 SENDER'S DATA

Post Danmark's service is conditional on the provision of the Input File as described in the Customer Agreement with relating appendices, including Post Danmark's Guidelines for Submission of Electronic Address Files.

The sender is obliged to notify Post Danmark as soon as possible and no later than before the submission of the address file to Post Danmark if the Input File contains data that must not be printed in connection with Post Danmark's or any subcontractors' addressing of Sorted Magazine Mail.

The sender must ensure that Post Danmark will not receive data in contravention of applicable laws, including the Danish Act on Processing of Personal Data (*Persondataloven*). The sender is obliged to indemnify Post Danmark for any claim for compensation or penalty claim or other losses that Post Danmark may incur as a result of the sender's non-fulfilment of the above obligation.

Post Danmark reserves the right to request the sender to submit the Input File again if all or part of the data contained in the file does not meet the requirements for Input Files.

The time limits that apply to Post Danmark's use of the Input File will not begin to run until the time at which Post Danmark has received data that meets these requirements. Any delay in the sender's submission of a correct Input File will entail a corresponding delay in Post Danmark's distribution of the consignments.

#### 3.4 SUBMISSION OF ADDRESS FILE

The Input File must be submitted in conformity with the time limits stated in the current Customer Guide.

#### 3.5 USE OF CLEANED ADDRESSES

The cleaned data (Output File) may only be used for consignments and by the sender himself.

Use in contravention hereof will constitute material breach of the Customer Agreement. In addition, the sender is obliged to indemnify Post Danmark for any claim for compensation or penalty claim or other losses that Post Danmark may incur as a result of the sender's non-fulfilment of the above obligation.

By signing the Customer Agreement, the sender declares that he will respect the wish for protection against unsolicited advertising for enterprises for which unsolicited advertising protection is marked by an 'X' in the Output File, that primary data on such enterprises will not be passed on or published, either collectively or in groups, and that where passed on individually to private individuals, it is clearly stated that the enterprise is protected against unsolicited advertising, see Section 19 of the Danish Act on the Central Business Register (*CVR-loven*).

By signing the Customer Agreement, the sender also declares that he will respect the wish for protection against receiving unsolicited communication in respect of private individuals for whom protection against unsolicited advertising is marked by an 'X' in the Output File, see Section 6 of the Danish Marketing Practices Act (*Markedsføringsloven*).

The sender is obliged to update his customer data in compliance with the information in the Output File.

The customer is made aware that the quality of cleaned addresses may deteriorate if the cleaned data is not used in immediate continuation of the address cleaning. In such case, the volume of returns will probably increase. Post Danmark assumes no liability for this.

#### 3.6 SENDER'S RECEIPT OF CLEANED ADDRESSES

The sender will receive the Output File from Post Danmark within 24 hours after submission of the Input File.

If the sender has not received the Output File from Post Danmark within 24 hours after submitting the Input File, this must be communicated by the sender to Post Danmark without delay. The communication must be addressed to Post Danmark's IT Service Desk.

#### 3.7 DATA PROCESSING

As the data processor, Post Danmark will act only on instructions from the sender and in compliance with the necessary technical and organisational security measures, see Sections 41 and 42 of the Danish Act on Processing of Personal Data.

#### 3.8 DATA SECURITY

The sender warrants that all electronic correspondence, including email messages, attached files etc., sent to Post Danmark have been virus checked for all viruses generally known at the time of the transmission to ensure that Post Danmark will not receive virus infected data.

Before the Output File is delivered to the sender, Post Danmark will ensure, in so far as possible, that the file has not been infected by viruses. However, the sender is obliged to check the file for viruses before using it. Post Danmark assumes no liability for any virus damage caused by undetected viruses.

#### 3.9 COMPENSATION

Post Danmark will not pay any compensation for its performance of address cleaning, processing of the sender's data or handling of the cleaned addresses. Nor will compensation be paid for erroneous addressing in connection with addressing performed by Post Danmark.