

## End User Permitted Purpose of Australia Post data.

Each of the purposes set out in below is a "Permitted Purpose" in respect of the use of the Australia Post Data by an End User under an End User Agreement:

- A. use the Licensee's AMAS Approved Software for evaluation purposes, for a maximum period of 3 month;
- B. use the Licensee's AMAS Approved Software to Validate addresses and append DPIDs in an Existing Address Database solely owned by the End User for the internal business purpose of the End User;
- C. use the Licensee's AMAS Approved Software to Validate addresses in Existing Address Database solely owned by the End User for the purpose of joining and/or appending data or attributes from one database to the other for the internal business purpose of the End User;
- D. use the Licensee's AMAS Approved Software to Validate addresses and append DPIDs in Existing Address Databases owned by other End Users for the strict purpose of preparation the addresses for mail lodgement for the internal business purpose of the End User. No part of the validated addresses or any derived information resulting from the address validation may be passed back to the owner of the address database unless it is strictly related to the barcoding of mail. The validated addresses may not be used for the additional benefit of any End Users including but not limited to deduplication of records or appending other information other than the barcoding of mail;
- E. use the Licensee's AMAS Approved Software for List Creation and disclose the records created pursuant to List Creation to any person, on the condition that:
  - F. the End User does not use the Licensee's AMAS Approved Software to perform List Creation on behalf of another person, or as a part of data entry services that the End User offers to another person; and
  - G. the End User does not systematically use the Licensee's AMAS Approved Software to create a list or set of records that is substantially similar or competitive to the Australia Post Data; and
  - H. disclose the Validated addresses (created through one of the Permitted Purposes and in accordance with the End User Agreement) to another person (including subsidiaries, agents and franchisees of the End User), on the condition that:
    - I. the recipient will not (and agrees not to) disclose the Validated addresses to any other person; and
    - J. the recipient will only use the Validated addresses for purposes that are directly related to the internal business purpose of the End User and not any other purpose.

Ref: Australia Post Data Schedule 1 AMAS Program 2018

## End user Prohibited Purpose of Australia Post data.

Each of the purposes set out below is a "Prohibited Purpose" in respect of the use of the Australia Post Data by the End User under the End User Agreement:

- A. sell, transfer, supply or otherwise deal with the Licensee's AMAS Approved Software;
- B. use the Australia Post Data other than through the permitted functionalities of the Licensee's AMAS Approved Software;
- C. use the Licensee's AMAS Approved Software to Validate addresses and or/append DPID's to an Existing Address Database which is not owned by the End User and the purpose of it is not for mail lodgement for the internal business purpose of the End User;
- D. use the Licensee's AMAS Approved Software to Validate addresses and/or append DPID's to an Existing Address Database, whether owned by the End User or not, for the purpose of on selling or commercial gain (including commercial gain from any derive insights), but this paragraph does not prohibit the End User from using the AMAS Approved Software for List Creation in accordance with clause 7.1e);
- E. use the Licensee's AMAS Approved Software for List Creation other than in accordance with clause 7.1e);
- F. provide Validated addresses to third parties unless those third parties are contracted to carry out some work on behalf of the End User strictly in accordance with the End User's Permitted Purpose or except as permitted by clause 7.1e) or 7.1f); and
- G. to reverse engineer, disassemble, alter or modify the Licensee's AMAS Approved Software.

Ref: Australia Post Data Schedule 1 AMAS Program 2018