

Royal Mail Group First Time User Incentive

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Background

(A) The Royal Mail Group First Time User Incentive (the **Incentive**) will award Postage Credits to a posting customer who has not advertised its products or services using mail before or at least not in the past twenty-four (24) months.

(B) We will award Postage Credits for Eligible Mail posted under the terms of the Incentive in accordance with the applicable Postage Credit Rates set out on our Website.

1. **Definitions.** Capitalised terms/expressions used in these Incentive Terms will have the meaning given to them in the Framework Terms, if they are not defined elsewhere in these Incentive Terms.
2. **Incentive Postings:** Subject to the Framework Terms and the other terms below, we will award you Postage Credits for the FTU Eligible Campaigns you do during the Incentive Period. “**FTU Eligible Campaign**” means an individual or series of advertising mail messages that share a single idea, offer or promotion which:
 - (a) comprise Eligible Items posted by you using the Eligible Services (and which are made in accordance with the relevant terms and conditions for such services);
 - (b) has a minimum posting volume of 10,000 Eligible Items; and
 - (c) has only UK delivery addresses.
3. **Eligible Items:** An Eligible Item means an item of Eligible Mail that is not a postcard, unless such postcard meets the specification requirements set out in our Machinable Postcard and One-Piece Mailer for Incentives Guide (available on our Website).
4. **Eligibility Criteria:** You have not advertised using mail with Royal Mail or any third party for at least twenty four (24) months before the date of this application.
5. **Postage Credit Cap:**
 - 5.1 Postage Credits under this Incentive are capped at a maximum of one million (1,000,000) Eligible Items in aggregate across all FTU Eligible Campaigns (the “**Postage Cap**”).
 - 5.2 You will not be entitled to Postage Credits on any Eligible Items in excess of the Postage Cap.
6. **Eligible Services:** Any service for Letters and/or Large Letters posted either with: (a) Royal Mail (whether directly or through a mailing agent and/or an access operator) using Royal Mail Mailmark® or Royal Mail Mailmark® Economy derived services, with the exception that non-machinable Letters (such as poly-wrapped Letter items) that do not have an equivalent Mailmark service available, and any Large Letter items, do not need to be posted using Royal Mail Mailmark® or Royal Mail Mailmark® Economy, which services are published on our website; or (b) a Direct Delivery Provider.
7. **Application Period:** Only completed application forms we receive before 31 December 2021 (inclusive) will be considered for participation in the Incentive.
8. **Incentive Period:** The 12 month period starting from the Start Date given in your approved application form.
9. **Changes to volumes:** If, after we have approved your application form, you wish to change your Expected Volume, such change must be agreed with us, otherwise, it will not apply.
10. **Postage Credit Rates:** The applicable Postage Credit Rates for this Incentive can be found on our Website. We will tell you if we change the Postage Credit Rates on 30 (thirty) Working Days’ notice.
11. **Postage Credit Calculation:** We will calculate the amount of any Postage Credits to be awarded by applying the relevant Postage Credit Rate to the Eligible Items you post during the Incentive Period, up to the Postage Cap.
12. **Liability:** In addition to (and without affecting) the Framework Terms, to the maximum extent permitted by law, our liability to you under or in connection with this Incentive will be limited to £10,000.