

# Compliance and customer privacy are critical.



# Mitigating risk by protecting customer information.

No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands.

Organisations face a growing need to comply with new laws and industry regulations that govern protection of private customer information. These regulations and penalties must be adhered to, regardless of a business' size. Businesses can spend upwards of millions of pounds to protect their digital private customer information. All too often, safeguards of this level are not extended to private customer information sent in the mail.

With each and every effort, you need to prove your processes are accurate. No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands. To make this happen, you need an easier, more secure way to protect your printed customer information... and be able do it every time.

Failure to properly ensure that your private customer information is protected can lead to:

- Financial penalties such as fines or litigation.
- Bad press coverage impacting company value.
- Organisational inadequacies that become exposed to the market.
- Customer degradation of trust, loss or reputation.

So how compliant are you? Your organization probably isn't as compliant as you think. But there are four questions you can ask to find your weaknesses...



**01.** Do your digital communications have the proper safeguards in place?



**02.** Do your printed communications have comparable safeguards—and comparable levels of security?



**03.** Can you audit any communication—physical and digital—to know it's secure, accurate and properly processed?

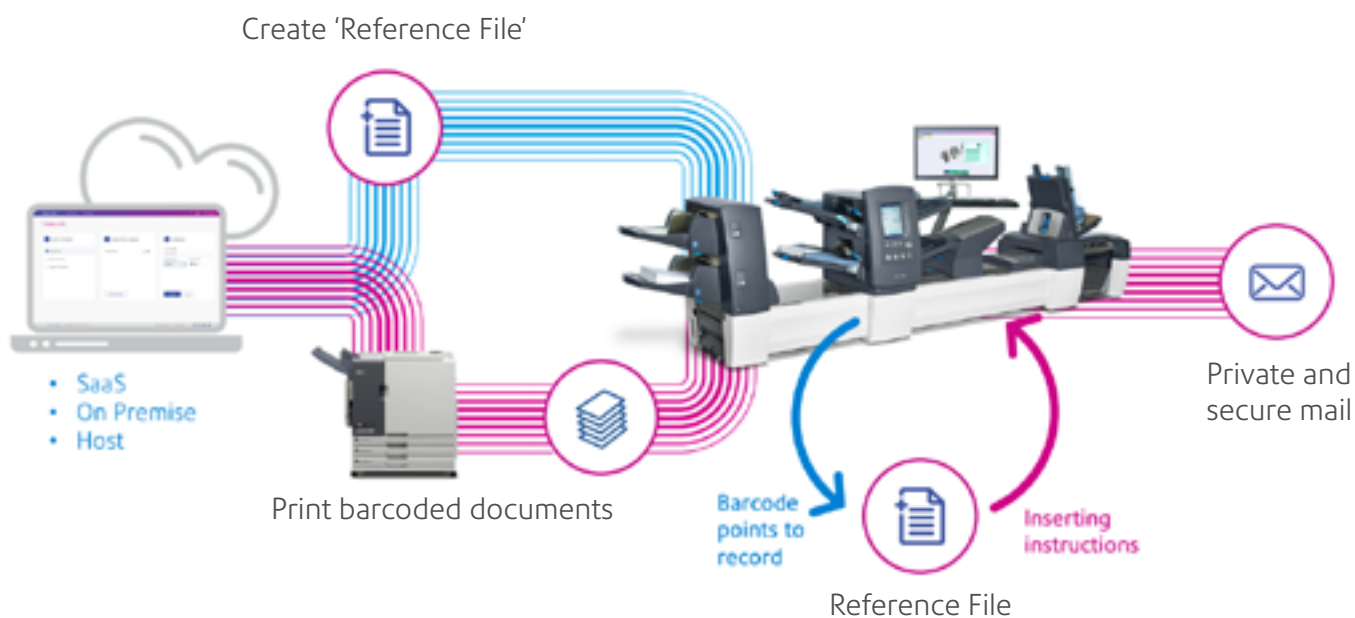


**04.** Do you have an audit trail to demonstrate accuracy and quality assurance?

# When doing it perfectly isn't good enough, prove it with file-based processing.

Our file-based processing technology tracks every page of a customer's document and provides precise reporting, all the way down to an individual recipient level. File-based processing is designed to not only ensure a customer's mail piece is assembled correctly, but also

provide the details that prove it. Because the disposition of every page is recorded, you are able to fully recreate and evidence a mailing event at a future date should the need ever arise.



## How does it work?

Our software tools can use either your existing print streams or compose documents from your data inputs to create a 'Reference File.' This Reference File contains detailed information on each page of a mailing. The software then adds barcodes to the customer documents before they are printed. As a page is fed through the

inserter, the barcode is scanned. The barcode refers to a record in the Reference File, which gives the inserter precise instructions on how to handle the customer's document. As mail is processed, the inserter is able to immediately report on finished customer documents, mail pieces still in-process and even customer mail pieces still to come.

Let Pitney Bowes help you succeed in this complex environment. Our solutions are designed to mitigate risk when communicating private information to your customers.



# Choose the right file-based solution for your business.

We designed our file-based solutions to help ensure that every document is treated with the same level of scrutiny, regardless of whether you're sending communications using physical mail or digital, producing them in-house or outsourcing your production.

## **01. Produce mailings yourself with a Pitney Bowes folder inserter.**

Powerful file-based processing capabilities can be seamlessly added to the Pitney Bowes Relay 5000 to 8000 Inserting systems. The Relay® inserters provide you with fast and flexible automated folding and inserting plus the added power of privacy protection featuring file-based processing.

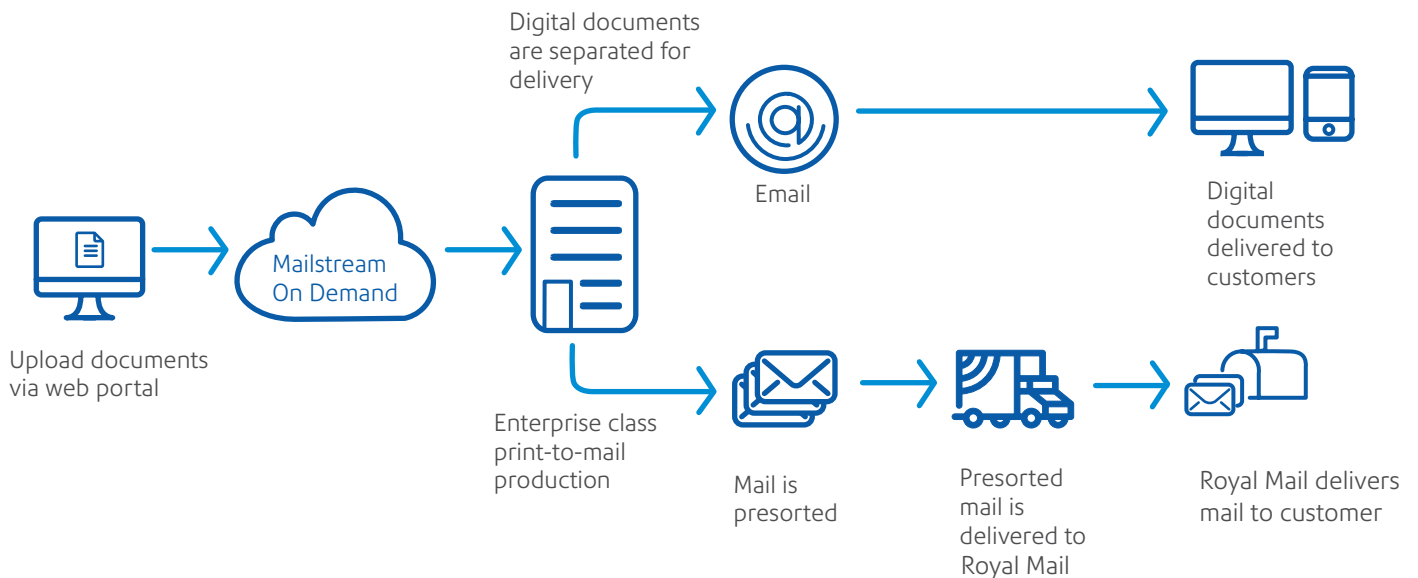


# Now you can print and mail right from your desk.

## 02. Choose a proven service to produce your mailings.

In addition to providing the tools to help our clients maximise their customer communications in their mailrooms, we understand the challenges you face when managing the costs and complexities around producing mail yourself. That's why we created Mailstream On Demand.

Now, you can print and mail right from your desk. Plus, choose to outsource all—or just some—of your communications during peak periods. All mailings produced using Mailstream on Demand are created in a full file-based processing infrastructure, giving you the peace of mind that your critical customer communications are being expertly handled.



### With Mailstream on Demand, you can:

- Increase output without worry. Mailstream on Demand is scalable to meet future needs.
- Easily transition paper to email with our digital sending options.
- Gain instant insight to your document production and delivery.





**United Kingdom**

Building 5, Trident Place  
Hatfield Business Park  
Mosquito Way  
Hatfield  
Hertfordshire AL10 9UJ  
[ukenquiries@pb.com](mailto:ukenquiries@pb.com)

For more information,  
visit us online: [pbconnect.com](http://pbconnect.com)