

Public Sector Pricing



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Costs are only available to any public sector buyer who holds a Royal Mail Public Sector Licence (PSL)

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TRANSACTION-BASED LICENCE

Simple pay-as-you-go, general-purpose licensing with no hidden costs or lock-in. Each batch expires 12 months after purchase.

Transaction Based License					
Prepurchased lookups	5000	15000	40000	50000	1million+
Cost per lookup (PAF)	0.035	0.024	0.023	0.018	0.011
Cost per lookup (PAF + MR/NYB)	0.040	0.029	0.028	0.023	0.016
Cost per lookup (PAF + MR + NYB)	0.045	0.034	0.033	0.028	0.021

ADDITIONAL INFORMATION

- Top-ups can be managed manually via our dashboard or requested via email.
- Receive notifications when your key balance runs low or is depleted.
- Top-ups can be handled via automated top-ups, which bills you when your key balance runs low and keeps you informed by email.
- Trial balances are available. Please contact support@ideal-postcodes.co.uk
- Fine-grained controls such as daily rate limiting and IP rate limiting can be deployed to limit balance consumption.



WEBSITE ANNUAL LICENCE

Annual website licences are available for organisations expecting to make heavy usage of our services. These are valid for a single legal entity only and can only be used for externally facing websites or applications.

USE CASES

1. External-facing websites,
2. External applications, publicly available iOS, Android apps
3. Lead generation landing pages

Lookups per Year (millions)	Annual Cost (PAF)	Annual Cost (PAF + MR + NYB)
1	6000	6500
3	7000	7500
5	10000	10500
10	12000	12500
Unlimited	15000	15500



USER LICENSE

Internal user licensing is ideal for use cases where an operator employed by your organisation is querying for addressing data.

Examples include call centres, internal CRMs and Point of Sale (PoS) terminals.

Number of Users	Annual Price per User
1-3	£150
4-10	£100
10+	£50
300 Multiple User Blocks	£4000

A single licence allows an operator to access addressing data across multiple devices. Staff licences can be reallocated:

- Temporarily, if the employee is away for a brief period
- Permanently, if the employee leaves

A user block is 300 employees from the same legal entity.





ORGANISATIONAL USE

Organisational use is the use for one legal entity providing unlimited lookups and unlimited users.

Organisational use	Annual Price per User
Unlimited users + unlimited lookups	£44000



DEFINITIONS

1. PAF® Data

Royal Mail's Postcode Address File (PAF) is a **database of more than 30 million postal delivery addresses and 1.8 million Postcodes.**

End-Users can license the use of PAF data directly from Royal Mail, on standard licensing terms, or via a Solutions Provider. End-Users are required to return licence fees to Royal Mail for their use of the PAF data.

2. User

A User is defined by Royal Mail as **an individual authorised by an End User to use a Solution.**

More information can be found on <https://licensing-centre.poweredbypaf.com/files/factsheets/User.pdf> We consider multiple 'individuals' as one User in the following scenarios:

- Where an individual leaves an End User organisation (such as on resignation) and is replaced by another individual.
- An individual is on maternity or paternity leave and is replaced by another individual for a period of time, returning at the end of their leave.
- An individual has a period of sick absence and is replaced by someone else until the indisposed individual returns (the period of time could be one day, one week etc.).

3. End User

An End User is defined as a **single legal entity entering into a PAF®, Multiple Residence™ or Not Yet Built™ licence agreement is known as an End User.**

4. Solution

A Solution is a **product or service or other solution which benefits from or includes PAF®, Multiple Residence™ or Not Yet Built™ (including the provision of PAF, Multiple Residence or Not Yet Built Data itself), in whatever form, however produced or distributed and whether or not including other functionality, services, software or data.**

5. Multiple Residence

The Multiple Residence dataset **identifies and verifies premises where multiple households share the same letter box and provides a detailed address structure for these properties.**

5. Not Yet Built

The Not Yet Built dataset **identifies and verifies residential and commercial premises that are under construction or in the planning stage.**



UK address search and validation
solutions made simple

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