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PRIVACY A PRIORITY AT POSTAL SERVICE

Chicago, IL – The U.S. Postal Service’s Chief Privacy Officer said Friday that as new postal products are developed “they will include privacy policies that reflect our trusted brand.”

Speaking at a conference of the International Association of Privacy Professionals meeting in Chicago, CPO Zoe Strickland said, “The Postal Service is a trusted business that seeks to develop modern products and services to meet customer needs. Part of that equation includes best-in-class privacy policies.”

As an example, she described a new initiative, Intelligent Mail™ that features optional tracking services. “With these services, the mailer will have better and faster information about their mail pieces as they move through the postal system.” This has the potential to reduce their operating costs and improve customer service, she noted.

“As always, privacy is a core value of the Postal Service,” Strickland added, “We have developed a sound privacy policy for Intelligent Mail which is in keeping with our trusted brand. It covers both the mail and the mailer. Mailers are identified only if they choose to register for a service.”

When fully developed, Intelligent Mail will allow mailers to choose from a suite of services. A current example is the Confirm® Service, launched in September 2002, which provides tracking of letters and flats for participating business customers.

“With Intelligent Mail, the Postal Service does not intend to require sender identification for every piece of mail,” noted Strickland, “Mailer identification, which is voluntary, is needed for the Postal Service to provide information to the mailer as part of the service.”