

Section 1 – Postal Code Conversion File (PCCF) Access

PCCF LICENCE

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Section 1 – Postal Code Conversion File (PCCF) Access

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Section 1 – Postal Code Conversion File (PCCF) Access

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I acknowledge that I have read and understand the terms and conditions under which the data product(s) can be used and that the organization will abide by them.

Name of organization

Licence Administrator

Signature

Date

(____) ____ - ____

Phone Number



Section 1 – Postal Code Conversion File (PCCF) Access

Appendix A

Matching Postal CodeOM data to geography, for the purposes of:

- *Marketing/targeting initiatives - Use in conjunction with client records (personal and business accounts) and Statistics Canada demographic data for marketing/cross-selling of products and services.*
- *Measurement tool - to calculate the effect of advertising campaigns on market share and measured against population counts.*
- *Spatial location – Postal CodesOM are located on a map in relation to Statistics Canada Census geography.*
- *Creation of custom geographies - The Postal CodesOM coordinates are used in the creation of custom geographies (grouping of Postal CodesOM) for statistical outputs.*
- *Postal CodeOM matching to higher levels of geography (Prov., CD, CSD) of participants in online panels or surveys.*
- *Linkage to database - Postal CodeOM linkage to personal records of study group (i.e., patient records, etc.) and STC demographic data to demonstrate correlations.*
- *Link health records and other data to health regions.*
- *Concordance purposes - As a concordance file to associate postal codeOM to demographic data (relation between administrative data and Statistics Canada data).*
- *Mapping – spatial location in relation to other higher geographic hierarchy.*
- *To locate Postal CodesOM and relate them to administrative boundaries such as Municipalities (lookup tables).*
- *Linkage to FED – to locate info such as various expenditures and revenues.*
- *Map clients/patients and compare with locations of service availability to determine service routes and where to locate future locations.*
- *Search engine web application - Search engine tool - in a web application look-up function. This tool resides on the user website, and data from the data product is not accessible to those using the application or to any other third party, at any time. Aggregate data may not be provided for a single Postal CodeOM.*
 - *E.g.: A lookup table for the purpose of identifying various political districts in Canada based on a Postal CodeOM input (web form).*
 - *E.g.: A tool that provides salary reports to students and job hunters. Users type in their Postal CodeOM and salary data for a specific metropolitan area is provided.*
 - *E.g.: Small Business Enterprise Centre Locator Service will allow applicants to identify small business enterprise centres close to them based on their Postal CodesOM. This application most likely will use the Postal CodeOM-to-Postal CodeOM distance formulas to determine the closest centre to a given city name or Postal CodeOM.*
 - *E.g.: Non-profit organization that promotes sports & recreation uses tool to match participant member organization's Postal CodeOM information to relevant reports containing Census DA or CT profile data as well as local or regional information from their own datasets.*

Section 1 – Postal Code Conversion File (PCCF) Access

Appendix A

Approved Postal Code Data Matching Uses for Data Liberation Initiative (DLI) Accredited Canadian Post-Secondary Institution

Matching Postal Code^{OM} data to geography for:

- Teaching and learning purposes.
E.g.: Students can download PCCF on their laptop to do their assignments. This includes projects, maps, analytical papers, etc. Faculty can download and use the PCCF in teaching exercises.
- Research purposes
E.g.: Can be used in analysis to write articles that are published in journals. The data is not shared but the results are published. This also includes thesis for Masters or Doctorate where results are required to be public.
- Planning purposes – where the institution can use the information in planning student recruitment activities or find out where these students are coming from.

Affirmation

I acknowledge that I have read and understand the terms and conditions under which the data product(s) can be used and that the organization will abide by them.

Licence Administrator (please print)

Academic Institution

Signature

Date

DLI Contact (please print)

Signature

Date