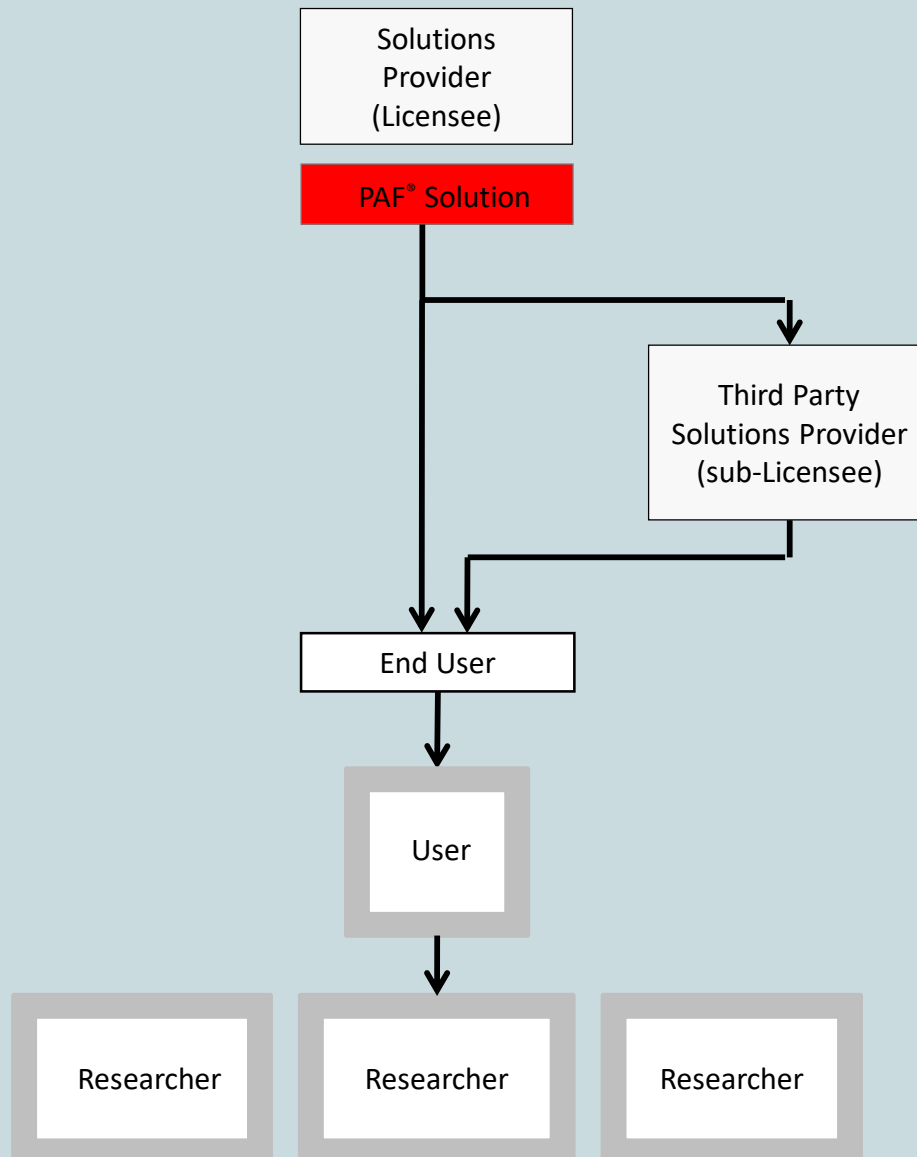


# Licensing your customer to use PAF within their organisation – Market Research



## Guidance

- End Users can license PAF directly from the Address Management Unit or take a PAF Solution from a Solution Provider/Third Party Solutions Provider (Licensee / sub-Licensee)
- An End User must be a single legal entity
- Companies (entities) that are linked by ownership e.g. parent companies/subsidiaries should be licensed separately.
- A User is an individual authorised by an End User to use a Solution
- Recent changes in guidelines exist for Market Research use of PAF

## Licence Fees

- Count User numbers to calculate the correct Licence Fees
- Recent guidance from AMU allows Researchers not to be counted as Users

Apply your knowledge

