



Welcome to Zumbox - The Paperless Postal System

About Zumbox

Welcome to your Zumbox, a one-of-a-kind **online mailbox** where you can receive, view, organize, and send paperless mail. We'd like to take this opportunity to further explain how our service works. It is our sincere hope that you'll find it useful, valuable, and worthy of your time.

By entering your street address at Zumbox.com, you've **claimed** your Zumbox and are now viewing your first piece of paperless mail. In this case it is a letter (obviously). It was sent from us to you, which is to say it was sent from our Zumbox to yours.

If it's not already clear, your Zumbox corresponds with your physical **street address**. In order to confirm this is, in fact, your Zumbox, we are sending you a paper letter via the USPS to this same address. You should receive it in 3-5 days. It contains your unique **security code**. By entering this security code at Zumbox.com, you'll complete the **registration**, officially **secure** your Zumbox, and gain full access to the service. In the meantime, you can view this letter and any other **non-confidential mail** that's been sent to your Zumbox.

What is Paperless Mail?

Paperless mail is any correspondence sent electronically using a street address as the criteria for delivery. This is clearly distinguished from **e-mail**, which uses its own set of delivery criteria, as well as **USPS mail**, which requires paper. Zumbox is something entirely new and different. It's the **best of both worlds**. It's paperless mail.

With Zumbox, anyone who knows your street address can send you paperless mail after registering their Zumbox. This includes friends and family as well as companies and your local government. In fact, mail can be sent to your Zumbox (in much the same way this letter was sent) regardless of whether you've registered your Zumbox or not. However, because the system features **bank-level security**, you must register your Zumbox with the aforementioned security code in order to access and view **confidential mail** such as bills and other sensitive or personal correspondence.

Receiving Paper or Paperless Mail – It's Your Choice

Because your Zumbox corresponds with your actual street address, those organizations and companies that currently send you paper mail—bills, statements, catalogs, letters, newspapers, and promotions—can immediately send you the same mail to your Zumbox, without the paper. Initially, most of this mail will be **sent in parallel** and you'll receive both the paper and paperless versions. At that point, you can decide on a case-by-case basis if going entirely paperless is something you wish to do.

What Next?

Which brings us to the reality of paperless mail. Since this is a new system that requires active participation from all of those who send and receive postal mail (including you), it's certain to be an evolutionary process. It will take time for all of your mail to be sent and delivered to your Zumbox. Rest assured that we're working hard to make that happen. The good news is that we'll alert you via e-mail each time new mail arrives in your Zumbox. So there's no need to check back every day.

If you'd like to take a more proactive approach, we encourage you to join our Paperless Please campaign at PaperlessPlease.org. This enables you to actively support the paperless movement by spreading the word and requesting that companies offer you **the choice** of paperless mail.

Sincerely,
The Zumbox Team
Westlake Village, California

Top 5 Frequently Asked Questions

1. Will all of my USPS mail automatically forward to my Zumbox?

No. Not even a little bit. Zumbox is an independent postal system that operates in parallel to the USPS. Signing up for and using Zumbox will have no direct effect on the mail you currently receive on paper via the USPS. Over time, however, you'll be able to transition a portion of that to paperless mail and ultimately put a stop to the paper version if that's what you wish to do. The choice is always yours.

2. Will I receive a lot of spam in my Zumbox?

You mean like your e-mail inbox? The answer is no. Zumbox is a secure, spam-free environment. What we mean by this is that you have a measure of control over who can and cannot send you mail that you do not have with e-mail or the USPS.

First, note the orange "Block" button at the top of the screen. Clicking this will block anyone who sends you mail via Zumbox. You can also choose to unblock. Secondly, it currently costs five cents to send a piece of mail via Zumbox. We feel this is a sufficient disincentive to send irrelevant or unwanted mail. Hence, a spam-free environment.

3. How do I go paperless when I receive mail in my Zumbox?

This is up to you and the party sending you the mail. When you click the orange "Paperless Please" button above, it notifies the sender that you no longer wish to receive paper versions of the mail they send to you via the USPS. With most commercial and government mail senders, you'll then see a pop-up that either describes their current paperless policy and/or provides terms and conditions for actually going paperless. You can also manage your Paperless Please requests and go back to paper if you'd like. Which, again, is up to you and the mail sender. Zumbox simply facilitates the requests and enables delivery of the paperless versions.

Of course, there is plenty of mail, such as this letter, that will be sent exclusively via Zumbox. With that mail, you've already gone paperless.

4. What can I do to get companies to send me paperless mail?

Half of life, they say, is just showing up. The same goes for Zumbox. Just registering is a signal to the world that you're ready to receive paperless mail.

If that's not enough—and let's be frank, it seldom is—we've built a specific letter-sending tool at PaperlessPlease.org that enables you to send official Paperless Please request letters via Zumbox to several of the largest mail-sending companies, some of whom may be sending you paper mail as we speak. PaperlessPlease.org also enables you to contact these companies via Twitter and other social media channels to make a polite request. You can join the campaign for paperless mail at PaperlessPlease.org.

5. How soon will I receive paperless mail?

We appreciate the enthusiasm. However, this will depend on several factors. Throughout 2009 and into 2010, we'll officially launch and promote the Zumbox service in cities across the U.S. If you live in one of these areas, you'll start receiving mail from national, regional, and local senders—municipal government, businesses large and small, utilities, nonprofit organizations, anyone else who sends you mail on paper—during and after the launch. However, several companies and organizations will also send mail to their customers or supporters throughout the U.S. There's a good chance you'll be one of them.

The good news is that we'll notify you by e-mail when new mail arrives in your Zumbox (provided you've entered your security code and registered this thing). So there's no need to check back every day. That is, unless you'd like to re-read this letter or send a postcard to your friends and family. Indeed, you can also send mail via Zumbox. All you need is someone's street address. Just be sure to notify them by phone, e-mail, fax, Twitter, Facebook, SMS, or a loud shout that they have mail waiting for them at Zumbox.com.