

Removing Your Name from Mailing and Telephone Lists

The Preference Services, sponsored by the Direct Marketing Association (DMA), allows consumers to remove their names from national contact lists to reduce the amount of unsolicited mail, phone calls, and commercial e-mail they receive.

To remove your name (and the names of other family members) for five years from the lists used by most direct mail and telephone marketers, send a letter or postcard to the following addresses with your name(s), home address, and signature:

Direct mail “Mail-removal” file:

Mail Preference Service
Direct Marketing Association
P.O. Box 9008
Farmingdale, NY 11735-9008



A form is available at <http://www.the-dma.org/consumers/mps-sht.html>

Telephone calls “Do-not-call” file:

Telephone Preference Service
Direct Marketing Association
P.O. Box 9014
Farmingdale, NY 11735-9014

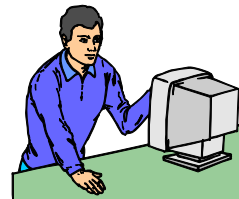


A form is available at <http://www.the-dma.org/consumers/tps-sht.html>

Direct Marketing Association members and many non-DMA members will remove your name from their unsolicited commercial e-mail lists unless you have an already-established on-line business relationship with that company. The *e-Mail Preference Service (e-MPS)* is a suppression file. It is not released to a marketer or any other third party who wants to send you a commercial electronic message. You can apply for registration with the *e-MPS* at the address listed below.

Commercial e-mail “Suppression” file:

e-Mail Preference Service
<http://www.e-mps.org/en/>



The DMA updates its files four times a year. About three months after contacting the DMA, you should notice a decline in unsolicited mailings and telephone calls. Whenever you purchase something by mail or by telephone, you still must specifically state that you do not want your name sold, rented, or traded so that your name isn't back into circulation.

Many nonprofit organizations and small or local marketers do not subscribe to the DMA, so you will need to contact these organizations separately to request that your name be removed from their marketing lists.

More about the Direct Marketing Association:

The DMA is a trade association of businesses that market and advertise their products and services directly to consumers by mail, telephone, television, Internet, radio and magazine. The association provides assistance to help you understand your rights as a consumer. For more information on the Preference Services and the Direct Marketing Association, click on <http://www.the-dma.org/consumers/consumerassistance.html>.

Gail M. Gordon, Business Development and Family Economics Specialist, University of Wyoming Cooperative Extension Service, May 2001.

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